

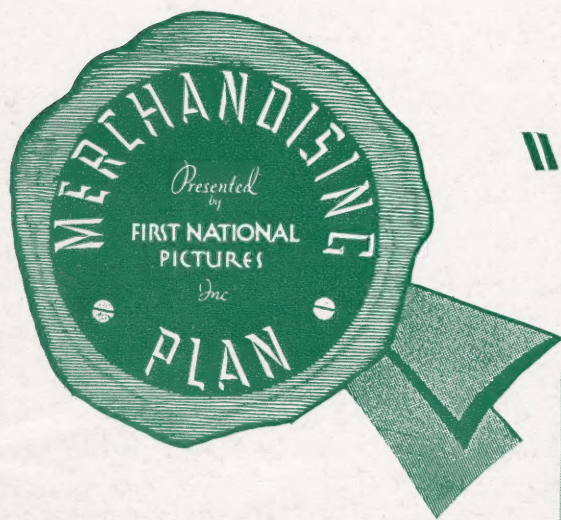
AIM YOUR CAMPAIGN AT **HER**
AND THE 50 MILLION OTHER
WOMEN WHO HAVE BEEN FOOLED
BY FAKE MIND READERS . . .



WARREN WILLIAM

in

**"The MIND
READER"**



WARNER BROS.  *for* **1932-33**



WARREN WILLIAM, who gives a matchless performance as "The Mind Reader" in the First National picture of that name, coming to the Theatre on
Cut No. 16 Cut 30c Mat 10c

Sell "THE MIND READER" As Timely, Dramatic Expose

HERE Warner Bros. give you a special and entirely new appeal to 90% of the women in your community.

THIS figure is based on reliable estimates of the percentage of American women who believe or half-believe in mind readers or other mystics.

FOR every one of these women "The Mind Reader" contains material of sensational interest. They will see for the first time some of the secret tricks that fake mind readers have used to dupe them. They will see the havoc that is wrought by unscrupulous members of this profession in ruining lives and homes and love affairs.

WE BELIEVE THAT THIS SENSATIONAL NEWS ANGLE SHOULD BE PLAYED UP TO THE EXCLUSION OF STORY SITUATIONS.

REMEMBER that only FAKE mind readers are referred to in this picture and in this campaign. Be careful not to launch an attack on the entire profession.

OF course there is no need to point out to any showman the unusual possibilities for exploitation offered by the title and theme of this picture. You will find plenty of suggestions in this merchandising plan and we are sure that you can add many more of your own.

THE STORY

Chandra Chandler, a patent medicine man and petty faker, barely makes a living and is always just one jump ahead of the police. One day the people desert his show to crowd about a mind reader across the street, who is apparently coin-

ing money. Chandra and his partner, Frank, join the crowd, and learn how it is done. Chandra then goes into the business as the Great Chandra. Sylvia, a pretty and unsophisticated girl, believes he is on the level and greatly admires him.

Chandra entices her to become his secretary, falls in love with her and finally marries her. She quickly learns he is a fraud, but believes him when he explains that the fraud is only in his ballyhoo, and that he is really doing a great good in advising people in trouble.

Sylvia is disillusioned when a girl whom Chandra's advice had ruined commits suicide at their hotel. She threatens to leave him, but Chandra offers to give up the racket and she sticks.

Chandra tries to make an honest living but fails. He runs across Frank, who has become a chauffeur for a wealthy man. Frank knows the secrets of his boss and suggests that Chandra pose as a mind reader and inform his wife. He sets up as Dr. Munro. Frank brings the wife to him and he tells her facts which smash up the home.

Frank pays other chauffeurs for secrets about their bosses and the facts are given to Chandra, who tells the fortunes of the wife or husband as the case may be. He breaks up many homes, and wins a tremendous reputation.

One man learns how his wife found out about him and goes to Chandra's office to kill him. In the scuffle, the man himself is killed. Chandra flees to the Mexican border where he continues his fake business in a small way.

In the meantime, Sylvia has been arrested as an accomplice in the killing, although she did not even know that her husband was Dr. Munro, he having told her he was making good as a salesman. Chandra picks up an old paper, one day, and sees that his wife is held for murder.

Stricken with remorse, he returns and gives himself up to the police. He requests an interview with Sylvia which is granted. Sylvia tells him she will not give him a divorce. She is going to stick by him. That there is a lot of good in him and that she is going to bring it out.

SCREEN CREDITS

WARREN WILLIAM—"Employees' Entrance," "The Match King," "Three on a Match," "The Mouthpiece," "The Dark House," "Beauty and the Boss."

CONSTANCE CUMMINGS—"Washington Merry-Go-Round," "Movie Crazy," "The Guilty Generation," "Lover Come Back," "The Last Parade," "Criminal Code."

ALLEN JENKINS—"42nd Street," "Hard To Handle," "Lawyer Man," "Employees' Entrance," "I Am a Fugitive From a Chain Gang," "Rackety Rax."

DONALD DILLAWAY—"Miss Pinkerton," "Platinum Blonde," "Cimarron," "Min and Bill," "The Animal Kingdom," "Squadrons," "Men in Her Life."

CLARA BLANDICK—"Life Begins," "Three on a Match," "Two Against the World," "Huckleberry Finn," "Bought," "The Wet Parade."

HARRY BERESFORD—"The Match King," "Doctor X," "Two Seconds," "So Big," "High Pressure," "Sooky," "Prosperity," "Dance Team," "Ambition."

CLARENCE MUSE—"42nd Street," "The Cabin in the Cotton," "Winner Take All," "The Woman from Monte Carlo," "The Last Parade," "Dirigible."

EARLE FOXE—"Blondie Johnson," "So Big," "Ladies of the Big House," "The Spider," "Transatlantic," "Dance, Fools, Dance."

ROBERT GREIG—"Jewel Robbery," "The Tenderfoot," "Tonight or Never," "Beauty and the Boss," "Man Wanted," "Stepping Sisters."

NATALIE MOORHEAD—"Maker of Men," "Morals for Women," "The Deceiver," "Dance, Fools, Dance," "My Past," "Parlor, Bedroom and Bath."

HARRY STUBBS—"Her Majesty Love," "Millie," "Stepping Out," "Gang Buster," "Fanny Foley Herself," "Ladies Must Play."

MAYO METHOT—"Corsair," "Sucker."

ROY DEL RUTH—(director)—"Employees' Entrance," "Blessed Event," "Winner Take All," "Beauty and the Boss," "Taxi," "Blonde Crazy," "Side Show," "Three Faces East."

CAST OF CHARACTERS

Chandra	Warren William
Sylvia	Constance Cummings
Frank	Allen Jenkins
Jack	Donald Dillaway
Mrs. Austin	Natalie Moorhead
Auntie	Clara Blandick
Sonny	Mayo Methot
Blaney	Harry Beresford
Sam	Clarence Muse
Thompson	Harry Stubbs
Swami	Robert Greig
Don	Earl Foxe
Ann	Ruthelma Stevens

PRODUCTION STAFF

Direction by	Roy Del Ruth
Based on a play by	Vivian Cosby
Screen Play by	Wilson Mizner and Robert Lord
Photography by	Sol Polito
Film Editor	James Gibbons
Art Director	Robert M. Haas
Gowns by	Orry-Kelly
Vitaphone Orchestra Conducted by	Leo F. Forbstein

OFFICIAL BILLING

First National Pictures, Inc. & The Vitaphone Corp. present	25%
WARREN WILLIAM in	80%
"THE MIND READER" with	100%
Constance Cummings	60%
Allen Jenkins	40%
Donald Dillaway	40%
Directed by Roy Del Ruth	20%
A First National & Vitaphone Picture	40%

Length 6297 feet — Running Time 70 min.

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ADVANCE PUBLICITY

your 1st story

"Mind Reader" Dramatizes Frauds of Phony Seers

Stars Warren William in Role of Charlatan With Constance Cummings Playing Lead As His Victim

FORTUNE-TELLING, in numerous forms and under various guises, is one of the oldest methods of capitalizing on human credulity and fear known to mankind, and at the same time one of the newest.

Ever since the days of the soothsayers of old, who were kept at court by the monarchs of the ancient world to read the stars and foretell the future for them—as well as interpret the royal dreams—telling fortunes and "drawing aside the veil from the future" for bewildered and anxious human beings has been one of the most lucrative "rackets" in history.

How the fortune-teller of today plies his trade, the shrewd manner in which he employs the latest scien-

made as a "seer" and a "psychic." Presently he blossoms out as "Chandra The Great" and the harvest of gold begins to roll in.

A simple combination of a telephone outfit with a dictaphone enables him and his confederate to astound the simple-minded country folk who fill his tent nightly, with his amazing "mind-reading" gifts. Soon he finds he needs an assistant to handle his mail, and he engages a charming girl, who believes in his powers, to act as his secretary. Before long they are in love and not until they are married, does she discover the fraud that Chandler really is.

When it leads to a woman's suicide, Sylvia gives Chandler the alternative of losing her or giving up his fortune-telling racket and turning his abilities to some legitimate field of endeavor.

Chandler loves her enough to make an attempt to "go straight," but ill luck, poverty and the lure of the old life are too much for him. Eventually he goes back to the old crystal-gazing game on a bigger

and more lucrative scale than ever—this time without letting her know what he is really doing.

From this point, the drama moves to a swift and surprising climax, culminating in the Mexican border town where Chandler, a fugitive from justice, has taken refuge to avoid arrest.

Constance Cummings has the role of Sylvia, and Allen Jenkins is Chandler's confederate and pal, who shares his good and bad fortunes alike. Roy del Ruth directed.



WARREN WILLIAM

Cut No. 12 Cut 15c

tific inventions to convince his awed victims of his "supernatural" powers. The picture that teems with drama and comedy, in "The Mind Reader," a First National picture starring Warren William, which is soon to be seen at the Theatre.

Starting as a "barker" in a cheap barn-storming carnival company, Warren William, in his role of Chandler, soon tumbles to the fact that plenty of easy money is to be

IN "THE MIND READER"



CONSTANCE CUMMINGS, who has the leading feminine role in the new First National picture, "The Mind Reader," which comes to the Theatre on Warren William stars in this picture.

Cut No. 9 Cut 30c Mat 10c

STARS OF "MIND READER"



WARREN WILLIAM, leading star of "The Mind Reader" gazing mysteriously into the crystal with CONSTANCE CUMMINGS admiringly looking on. The picture, with Allen Jenkins and others in the supporting cast will be featured at the Theatre next.....

Cut No. 8 Cut 30c Mat 10c

your 2nd story

Constance Cummings Makes Perfect Foil For Warren William

Playing together for the first time in the First National picture, "Mind Reader," which opens at the

Theatre on, Warren William and Constance Cummings in the featured roles make a most excellent team.

Miss Cummings, slight, petite, with reddish golden hair and blue eyes is a perfect foil to the tall, dominating personality of Warren William, who plays a sort of Wallingford characterization as Chandra the Great, magician, soothsayer and mind reader.

There also is a strong supporting cast with Allen Jenkins in a humorous role as chief aide to the rascally, though likeable, Chandra. Donald Dillaway has the juvenile role and others in the cast include Natalie Moorhead, Clara Blandick, Mayo Methot, Harry Beresford, Clarence Muse, Harry Stubbs, Robert Greig, Earle Foxe and Ruthelma Stevens.

The story is a highly amusing revelation of the tricks of charlatan fortune tellers and their ilk with strong dramatic situations and a pleasing romance. Based on the stage play of Vivian Crosby, the theme centers about the characterization of Chandra, the fortune teller, who begins his career in a humble way while selling medicine to make kinky hair straight, and winds up as advisor to wealthy society women whom he hoodwinks with tales of secret intrigues of their husbands.

The screen play is by Wilson Mizner and Robert Lord who have furnished it with snappy dialogue and sparkling humor. It was directed by Roy Del Ruth

your 3rd story

Every Land Has Its Individual Methods of Telling Fortunes

Crystal-gazing—at which Warren William proves to be such an adept in his latest First National picture, "Mind Reader," which comes to the Theatre next..... is a practice that has been employed in all parts of the world, for thou-

sands of years, so scholars assure us.

A smooth sphere of crystal glass—most commonly used today by those who profess to have second sight and other unusual powers—was only one of numerous objects employed for the purpose.

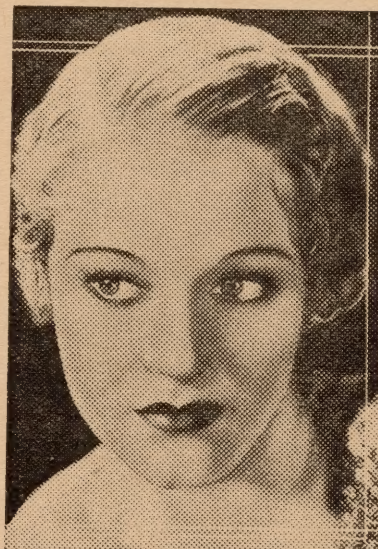
Some of the East Indian tribes use the liver of an animal. A clear pool of water is preferred by the Polynesian tribes. In Siberia and among the Zulus a vessel filled with water is used. A South American

tribe of savages employ a slab of polished black stone. Mirrors were used in ancient Greece and in many parts of Europe during The Middle Ages. Other "adepts" in various parts of the world have confined themselves to a sword-blade, a glass of wine, and some few, merely use the palm of the hand.

As Chandra The Great, champion crystal-gazer of today, Warren William in "The Mind Reader" turns his unusual abilities to an entirely new type of character—that of a smooth-tongued, unscrupulous, but attractive charlatan, who cynically exploits the credulous women who come to him for advice, believing in his "supernatural" powers.

Constance Cummings, Allen Jenkins, Robert Greig, Donald Dillaway, Clara Blandick and Clarence Muse are in the cast, under the direction of Roy del Ruth. The picture is a comedy-drama based on the play of Vivian Crosby and adapted by Wilson Mizner and Robert Lord.

CONSTANCE CUMMINGS



The up-and-coming feminine star who supports Warren William in the new First National film, "The Mind Reader," which comes to the Theatre on Allen Jenkins, Donald Dillaway and Clarence Muse are also in the cast.

Cut No. 11 Cut 15c Mat 5c

your 4th story

New Type of Role For Warren William in "The Mind Reader"

Warren William, who has previously been cast in serious and heroic roles, proves his versatility by enacting a dynamic characterization in the First National picture, "Mind Reader," which comes to the theatre on.....

As Chandra, the Great Magician, he plays the part of a blustering, although altogether likeable rascal. A dyed-in-the-wool fraud who starts his career as a patent medicine man, Chandra winds up as a home wrecker by telling wives their husbands' secret love affairs and vice versa. He not only hoodwinks the public, but the sweet girl he marries.

But Chandra has his redeeming qualities as will be seen in the picture which is filled with comedy situations and snappy dialogue as well as drama and romance.

Warren handles the comedy situations with all the deftness he put into his more serious roles such as in "Employees' Entrance," "The Match King" and "Three on a Match." The swashbuckling angle of the role is not entirely new to him, however, as he is something of the four flusher as the lawyer in "The Mouthpiece" and as the high pressure promoter in "The Dark Horse."

Constance Cummings supplies the romance as the innocent girl he hoodwinks into marriage, with Allen Jenkins as the comical assistant to the Great Chandra. Donald Dillaway has the juvenile role and others in the cast include Natalie Moorhead, Clara Blandick, Mayo Methot, Harry Beresford, Clarence Muse, Harry Stubbs, Robert Greig, Earle Foxe and Ruthelma Stevens.

Roy Del Ruth directed the screen play based on the stage production by Vivian Cosby and adapted to the screen by Wilson Mizner and Robert Lord.

your 5th story

Americans Spend 125 Millions Yearly To Have Fortunes Told

The people of the United States spend \$125,000,000 a year, in round numbers, on fortune-tellers, according to the most reliable statistics. Just why this business—if it can be called a business—is so profitable and what the principal "tricks of the trade" are, is set forth with unusual realism and dramatic vividness in First National production, "Mind Reader," starring Warren William, which will be shown at the Theatre next.....

One sequence of this engrossing picture is laid amid the colorful scenes of a traveling carnival show, with its freaks, hula dancers, bearded ladies, human skeletons, Lilliputians, armless and legless marvels and all the other attractions that are sold to amusement-seekers for anything from ten cents to a quarter.

As Chandra The Great, who astounds his audiences with his ability to read the future in his crystal ball, Warren William is a carefree, unscrupulous but fascinating rascal. Graduating from the carnival tent, Chandra moves to New York and reaps a golden harvest among the idle rich of Manhattan before a sudden tragedy makes him a fugitive from justice and involves the wife he really loves, in a criminal scandal.

Constance Cummings has the leading role with William and other important actors in the cast are Allen Jenkins, Clarence Muse, Robert Greig and Donald Dillaway. Roy del Ruth is the director. The picture is a sparkling comedy-drama based on the stage play by Vivian Cosby and adapted by Wilson Mizner and Robert Lord.

Scene From 'The Mind Reader' Coming to Strand



WARREN WILLIAM, star of "The Mind Reader" which comes to the Theatre on giving a bevy of beautiful girls a lesson in crystal gazing. Constance Cummings has the leading feminine role in the picture.

Cut No. 7 Out 45c Mat 15c

your 6th story

Allen Jenkins Plays New Comedy Role In "The Mind Reader"

Sitting on top of a forty-foot flagpole in the teeth of a balmy December breeze—even if it's only a December day in Hollywood—is a fairly strenuous way to earn one's living. Ask Allen Jenkins, who spent the better part of a morning in the elevated and well-ventilated position during the making of First National's production, "Mind Reader," which comes next..... to the Theatre.

Jenkins is a flagpole sitter and Warren William, who stars in "Mind Reader," is his manager and "barker" when he first meet them on the grounds of the cheap carnival show with which they are traveling. Flagpole-sitting proves to be dead as a means of luring nickels from the public's pockets. Just as they are wondering where the next meal is coming from, Warren and Allen notice the crowds flocking to the tent of "The Great Swami Rajah," and determine to learn his secret.

They learn it so well that a month later, Warren William has blossomed forth as "Chandra The Great" and is well on his way to a fortune. The drama and comedy that follows, particularly when romance crosses Chandra's path in the person of Constance Cummings, is distinctly out of the ordinary, both in theme and development.

Roy del Ruth directed the picture, with such other important players as Robert Greig, Donald Dillaway, Clara Blandick and Clarence Muse in the cast. The picture is based on a play by Vivian Cosby, and was adapted by Wilson Mizner and Robert Lord.

ADVANCE SHORTS

Warren William Amazed Cast by Stopping Pulse

Warren William, as a magician in the First National picture, "Mind Reader," coming to the Theatre on....., amazed his fellow players on the set by actually stopping his pulse beat. They thought he actually did it by holding his breath until he explained that he put a knotted handkerchief under his arm and squeezed it against the artery, thus stopping the flow of blood and consequently the pulse beat.

Warren William Studies His Lines While Eating

Warren William, who has the leading role in "Mind Reader," which opens at the Theatre on....., has a standing order with the Green Room cafe on the First National lot to have two tumblers at his place at lunch time. One is for drinking purposes and the other he uses to prop up his scripts. William always learns his lines for the afternoon's work at lunch.

Warren William Now An Expert Turban Wearer

Warren William used to wonder how the Arabs and other oriental people who wear turbans got them on without the assistance of an expert. After making the First National picture, "Mind Reader," which opens at the Theatre on....., he himself was an expert. He learned how to don the turban all by himself. This is part of his make up as the fortune teller.

Houdini Taught Phony Seer Tricks to Author of "The Mind Reader"

Wilson Mizner, who collaborated with Robert Lord on the screen play for "Mind Reader," a First National picture featuring Warren William, which opens at the Theatre on..... learned many of the tricks which injects into the story from Houdini. William was a warm personal friend of the great magician who spent latter years of his life in exposure of charlatan soothsayers. "Mind Reader" reveals in a hilarious and amusing way the methods by which the public is hoodwinked by fortune tellers.

Warren William Enacts a Wallingford Character

Warren William has created a unique character in "Chandra the Great" for the First National picture, "Mind Reader," which comes to the Theatre on..... As the charlatan fortune teller, he is a sort of domineering though lovable rascal of the Wallingford type. The picture is an amusing revelation of the tricks of soothsayers in hoodwinking the public, with pleasing romance and dramatic situations.

Ballet Dancing and Books Constance Cumming's Fun

Constance Cummings, who plays the leading feminine role opposite Warren William in the First National picture, "Mind Reader," coming to the Theatre on..... indulges in ballet dancing as a pastime, reads for diversion and spends the rest of her spare time when not working in driving her car to out of the way places.

PROGRAM OR NEWSPAPER SQUIBS

There is a standing order in the Warner Bros.-First National dining room to put two tumblers on Warren William's table—one for water and the other empty. The latter glass is used to prop up his script. He studies most of his lines while he eats lunch.

Both Warren William and George Brent, Ruth Chatterton's hubby, came near to following their respective fathers' careers as newspaper men.

Warren William got his first taste of the stage when he joined a theatrical troupe which toured France following the signing of the Armistice.

Kay Francis likes airplane trips—but not the after effects. She usually goes to bed for several days to recover, and her recent trip west via plane was no exception. It took her three days to get her "land legs" back again.

William Powell, who plays hard-boiled film roles with great naturalness, is really one of the most retiring of all stars in Hollywood. Powell dodges premieres, film dances and other public functions whenever he can. He refuses to make public appearances and hides behind huge colored glasses in crowds.

You'd never guess it—but Joe E. Brown is conceded to be one of the best dressed men on the Warner Bros.-First National lot.

CURRENT PUBLICITY

THE ARTIST'S IMPRESSIONS OF "THE MIND READER" AT STRAND



The Courier's artist captures the "big moments" in "The Mind Reader," Warner Bros.' interesting expose of fake fortune tellers and mystics, which is being shown at the Theatre this week.

Out No. 23 Out 60c Mat 20c

NOTE: If photographic layout is preferred, see 4-col. cut on page 7.

(Prepared Review)

Opening day story

2nd day run

"Mind Reader" Fine Fun With Warren William

Star Convincingly Portrays Phony Fortune Teller in Highly Entertaining and Novel Picture

LOVERS of entertainment in general, and Warren William fans in particular, were given both a treat and a surprise when The "Mind Reader," the latest production from the First National studios starring this versatile actor, opened at the Theatre last evening.

In a role completely different from those he has portrayed for the last year or so, Warren William adds to his reputation for versatility in a boisterous, lusty picture of a shrewd, glib mountebank. His portrayal of Chandra The Great, carnival fortune-teller at first, later purveyor of "supernatural" secrets to millionaires' wives, deserves to rank with the immortal Wallingford.

If police statistics are anywhere near correct, the number of sharpers who get rich by playing upon human credulity through various types of fortune-telling "rackets," runs into thousands, in the United States alone.

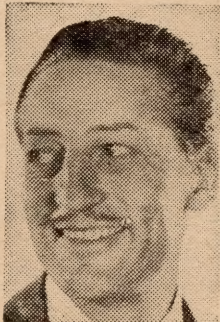
"The Mind Reader," though not primarily an expose of these frauds, nevertheless takes the spectator behind the scenes of the crystal-gazing game, and shows how a few telephone wires and a trained confederate can make a "psychic" of any quick-witted man or woman who has no objection to making money in that manner.

Like most brilliant rascals, Chandra has a personality that appeals strongly to women. His persuasive eloquence converts the fair sex without a struggle. Finally he falls in love with one of his charming clients and, before she has a chance to discover the charlatan that he is, persuades her to marry him.

Even after she realizes that his "profession" is only a racket, his fascinating sophistry is able to overcome her initial revulsion of feeling, and hold her. At last, however, after a tragedy has been laid at the door of his crystal-gazing parlors, Sylvia insists that Chandra "reform," and the cynical mountebank finds that he loves his wife enough to turn his back on the old life.

"The Mind Reader" doesn't end there, however. And Leopold Chan-

dra doesn't find it as easy to change his spots as he had thought. Instead of telling you the rest of the story, we'll promise you an evening of rare and novel entertainment in watching the adventures of Chandra the Great work themselves out to a logical, if startling conclusion.



WARREN WILLIAM
Star of "The Mind Reader"
at the Strand.

Out No. 1
Out 15c Mat 5c

William plays Chandra with a relish that communicates itself to his audience, and makes him a fascinating and lovable rogue.

Constance Cummings gives a delightful performance as his young wife. Allen Jenkins, in the role of Chandra's tough, world-wise confederate, is a riot of fun.

Roy Del Ruth directed the picture with cunning and dramatic insight, and a genuine feeling for the underlying pathos and humor of every situation.

Warren William in "The Mind Reader" Opens at . . . Today

Warren William, dynamic star of "The Dark Horse," "Match King" and "Employee's Entrance" comes to the Theatre today in a role said to be his greatest of all. In "Mind Reader," William portrays a crystal-gazing fakir.

The story throws an amusing ray of light on the hokum behind the medicine and caravan shows with their fortune tellers, crystal gazers, barkers and shills. The theme is unique and treats of a most unusual characterization in the buoyant and bombastic Chandra the Great, fortune teller par excellence, faker through and through, but with a lovable rascal with dominating personality, particularly with women who are strongly attracted by his roguish charm.

The various roles are enacted by a cast of exceptional merit with William as Chandra and Constance Cummings as his wife. Others include Allen Jenkins, Donald Dillaway, Natalie Moorhead, Clara Blandick, Harry Beresford, Robert Greig and Earle Foxe.

Wilson Mizner, who collaborated with Robert Lord in writing the screen play, knows his subject from actual experience, having in his adventurous career as newspaperman and soldier of fortune come in personal contact with such characters. A friend of Houdini he also learned many of the tricks of the trade from the great magician who spent the latter years of his life in exposing such frauds.

The picture, however, is not intended as an expose. It is amusing entertainment, with added romance and dramatic situations. The story is based on the stage production of Vivian Cosby and directed by Roy Del Ruth.

'Mind Reader' Based Upon Actual Cases of Exposed Frauds

Wilson Mizner, co-author of "Mind Reader," the First National Picture now at the Theatre, is probably one of the foremost living American authorities on every phase of the fake fortune-telling and mind reading rackets. During his long career as newspaperman, traveler and playwright, Mizner has had occasion, both as a matter of professional duty and personal inclination, to investigate hundreds of these rackets and has, more than once, participated in effective exposures of them.

Houdini, who spent the latter years of his life in a systematic and merciless exposure of such frauds upon the credulity of humanity, was a close personal friend of Mizner's. The latter was able to supplement his own considerable personal experience with the exhaustive investigations Houdini had undertaken into the byways of clairvoyance, spiritualism, mediumistic revelations and other mercenary exploitations of the supernatural. On more than one occasion, the two men would get together for an extensive comparison of notes and experiences.

Many of the incidents detailed in "Mind Reader" are based upon actual cases with which Mizner came in contact, and to some of which he was an eye-witness.

Warren William is starred and Constance Cummings is leading woman in the cast of "Mind Reader." Other well-known players are Allen Jenkins, Clarence Muse, Donald Dillaway, Natalie Moorhead, Clara Blandick and Robert Greig. Roy del Ruth directed the picture, which is based on the stage play by Vivian Cosby and was adapted by Mizner and Robert Lord.

3rd day of run

How Allen Jenkins Won His Comic Role in "Mind Reader"

Typing Hollywood actors in roles which make them famous, is a curious mixture of chance and the unfolding of natural ability.

Take Allen Jenkins, who plays a leading role in "Mind Reader," playing currently at the..... Theatre, in which Warren William and Constance Cummings have the leading roles.

Jenkins came to the Warner Brothers-First National studios with a long record on the New York stage as a comic.

His first role for this company, in fact, was the direct result of that fact. He played the comic gangster in "Blessed Event." But because it was a gangster role, he was immediately put on the studio lists as a heavy. Several pictures came up, and in each Jenkins played a heavy role.

This was so displeasing to him that he stood up one day and announced to whom it might concern at the studio that he was a comic.

"I'm funny," he said.

"All right, go—be funny," the studio chiefs are said to have replied.

Jenkins took them up—and was funny. He told them he wouldn't play any role that was lacking in comedy. And that was funny—to executives. They took him at his word and cast him in "Mind Reader"—as a comic.

Others in the strong cast of this picture include Donald Dillaway, Clara Blandick, Robert Greig and Clarence Muse. The story is taken from a play by Del Ruth. The screen play is by Wilson Mizner and Robert Lord.

4th day of run

Carnival Show For "The Mind Reader" Readied Over Night

Being able to order a carnival show one day, and having it complete and ready to function the following morning is something that couldn't happen anywhere in the world—except in Hollywood. When Warner-First National studios found they needed a real, live carnival for one sequence in "Mind Reader," the picture now playing at the..... Theatre, with Warren William as the star, it was simply necessary to telephone to one man—and the trick was as good as done.

Al Copeland, who delivers circuses and carnival shows to motion picture studios on a "while-you-wait" basis, is the magician who performs this overnight miracle. When Warren William, Director Roy del Ruth, Constance Cummings, Allen Jenkins and the other members of the "Mind Reader" company assembled for the opening scenes of the picture the following morning on the Warner ranch, there was a full-fledged carnival show, with barkers crying their attractions, two dozen side-shows with their gaudy banners and tents, and a motley crew of performers and freaks ready to do their stuff before the cameras. It's an old story to Al Copeland. He's been doing this sort of thing for fifteen years in Hollywood.

Taking the spectator behind the scenes of the fortune-telling business, in its most picturesque phases, "Mind Reader" is the story of the rise of a carnival show spieler to the pinnacle of metropolitan society's most fashionable "mystic marvel." Several unexpected twists in the story are calculated to keep the spectator on the edge of his seat most of the time.

BIOGRAPHICAL SQUIBS

WARREN WILLIAM

Warren William declares that he is quite sure he always wanted, subconsciously, to be an actor, but it required a war to make him realize that he belonged on the stage.

It wasn't until after he had served in the Engineers' Corps of the A. E. F., and the armistice had been signed, that Warren found himself by joining a theatrical troupe that a number of kindred spirits organized to tour the Army camps in Europe.



Cut No. 21
Cut 15c Mat 5c

When he returned to America, the soldier-engineer-actor decided to find out whether lay audiences might not approve of his ability as definitely as his doughboy audiences on the other side had done.

The Broadway managers inclined a favorable ear to his petition and soon Warren found himself in a road company of "I Love You." A season in stock ensued, then Broadway gave him a chance in Rachel Crothers' "Expressing Willie."

Talking pictures were still in the novelty stage when Warner Brothers invited Warren William to Hollywood. In such pictures as "The Honor of The Family," "Under Eighteen," "Beauty and the Boss," "The Dark Horse," "The Mouthpiece," "Three On a Match," "The Match King" and "Employees' Entrance," he has risen steadily in ability and popularity.

5th day of run

Constance Cummings Came Close To Not Getting Film Chance

Constance Cummings, who plays opposite Warren William in the Warner Brothers-First National production, "Mind Reader," which is playing currently at the..... Theatre, nearly didn't get in the movies at all.

She came, just as did a lot of other young players, from New York to Hollywood during the first success of talking pictures. But unlike most of the others, she had her contract in her hand when she landed in the mecca of the flickers. She had been sure of that before she would budge a foot away from New York.

But while many of her friends who had come out without contracts went early to work in pictures, Constance, who was to have been used opposite Ronald Colman, was left idle for many weary months because the Colman picture had been called off almost immediately after her arrival.

Discouraged, she was about to return to New York—had her bags packed, in fact—when a call came from another studio asking her to come to work. If the call had come an hour later, she would have been on her way back to New York, perhaps for ever.

In the cast with William and Miss Cummings in "Mind Reader" are Donald Dillaway, Allen Jenkins, Clara Blandick, Robert Greig and Clarence Muse.

6th day of run

Money and Love Form Bases for Questions Asked Soothsayers

"An old fortune-teller in New York once told me that ninety per cent of all the people who came to him for advice asked questions concerning love or money," says Warren William, who plays the part of a fortune-teller in First National's production "Mind Reader," now playing at the..... Theatre.

"A few wanted advice in business or expected revelations of what the future had in store for them on other matters," the star continues, "but the vast majority of the questions put to him had to do with wealth or affairs of the heart."

Numerous interesting sidelights on the inside of the fortune-telling "racket" in its various guises, such as mind reading and crystal-gazing, are afforded by "Mind Reader." The elaborate telephonic and dictagraph devices used in the carnival shows by "seers" and "mystics" to impress the credulous are shown in action. Much of the story is laid in the picturesque setting of a cheap carnival show touring the inland states, before William, as Chandra the Great, graduates to New York and becomes the reigning consultant of the idle rich.

Constance Cummings, Allen Jenkins, Clara Blandick, Robert Greig, Donald Dillaway and Clarence Muse are associated with Warren William in the picture, which was directed by Roy del Ruth.

CURRENT SHORTS

Hollywood Has Its Own Snow Covered 42nd St.

Hollywood is never supposed to have snow. But on one particularly blustery day for Southern California, players on the First National lot claimed that they actually saw snow.

But the reputation of the California sunshine was safe. It was artificial snow sprinkled by prop men for a scene in "Mind Reader," Warren William's latest picture, which is now at the..... Theatre. The scene in the picture depicts New York City in winter time.

Warren William Asked to Tell Fortunes of Cast

Warren William, now to be seen in the leading role of "Mind Reader," a First National picture, at the..... Theatre, was so convincing in his role of crystal gazer during the production that many of the more superstitious players have applied to him for a private reading of their fortunes.

Flag Pole Sitting No Fun to Allen Jenkins

Allen Jenkins sat on the top of a pole 100 feet high for the biggest part of a day in taking scenes for "Mind Reader," a First National picture starring Warren William, now showing at the..... Theatre. It was a cold day in December with a howling wind. Jenkins says he would much prefer shoveling coal for Satan.

Allen Jenkins Finally Realizes Odd Ambition

Allen Jenkins confesses that it was always his boyhood ambition to throw a brick through a plate glass window. It was not until he was a grown man, playing a role with Warren William in "Mind Reader," a First National picture, now at the..... Theatre, that the opportunity came to him. He now says that this particular complex in his nature is finally satisfied.

CONSTANCE CUMMINGS

"All's well that ends well" is a particularly appropriate saying when applied to the motion picture career of Constance Cummings.



Cut No. 22
Cut 15c Mat 5c

Certainly the beginning of it was anything but auspicious.

She was brought to Hollywood from the New York stage for a part opposite Ronald Colman. Unfortunately, the picture was called off, and Constance was left with nothing but a return ticket to Broadway. Just as she was about to make use of it, another producer sent for her—and Constance Cummings has been an increasingly successful and popular actress ever since.

A year later, (in 1931) she was chosen as one of the Wampas Baby Stars. Her most important recent parts have been with Harold Lloyd in "Movie Crazy" and the leading role in "Washington Merry-Go-Round" with Lee Tracy.

Miss Cummings was born in Seattle, Washington, where she began to manifest her ability as an actress in amateur theatricals almost before she outgrew pinafores.

ALLEN JENKINS

Allen Jenkins has two paramount interests in life—acting and the sea. The screen and the water are his first loves, and al-

ways will be. As a playmate, however, the sea has everything else beaten, says Allen.

An excellent boatsman, Allen likes nothing better than to spend a week-end on the water. He enjoys piloting a speed-boat, but it really isn't half as much fun, he declares, as sailing. He'd rather watch a yacht race than a football game, and his ambition is some day to own the kind of a yacht he has dreamed about for years.

As an actor, Allen Jenkins has gathered to himself considerable glory in the cast of such plays as "Blessed Event," "Rain," "What Price Glory," "The Last Mile," "The Front Page" and "Five Star Final." In the picture "Blessed Event," he duplicated his stage success, besides appearing in such outstanding productions as "I Am a Fugitive From a Chain Gang," "42nd Street," "Rackety Rax," "Employees' Entrance," "Lawyer Man" and "Hard To Handle," and now "The Mind Reader."

DONALD DILLAWAY

Born in New York City, Donald Dillaway comes of a family that had distinct theatrical ability on his mother's side. In spite of that, Donald left the theatre once and stayed away from it for six months with the intention of forsaking the stage and following a legal career.

The law, however, failed to hold his attention and he returned to the theatre. Four years in vaudeville, an extensive experience in stock companies from Brooklyn, N. Y., to Denver, Colorado, and an enviable record in various Broadway productions are ample evidence of his success in his chosen profession.

"Min and Bill," "Cimarron," "Squadrons" and "The Animal Kingdom" and now "The Mind Reader" are some of the outstanding pictures he has played in.

FEATURE STORIES

(Advance Feature)

"Mind Reader" Lays Bare Tricks of Mystic Fakers

Warren William in Rave Drama, Exposes Devices Used by Crystal Gazers, Seers, On Their Dupes

ANYBODY who has ever wondered—and who has not—how crystal-gazers, mind readers, seers and the other members of the tribe of "mystic marvels" achieve their amazing results, need wonder no longer. The jealously guarded secrets of these "magi" aren't secrets any more. For the cost of admission to a motion picture theatre, you can learn for yourself how THE GREAT BOLONEY—or whatever the name of your nearest fortune-teller happens to be—is able to "know all, see all, and tell you everything," in the words of his own posters and advertising dodgers.

It's the First National production, "Mind Reader," with Warren William in the title role of a "mystic marvel," which lets the cat out of the bag on the "supernatural" powers of the prognosticating gentry. The revelations are to be shown on the screen of the Theatre on

"Supernatural" as their "powers" might appear to an African savage, it is no wonder that the performances of these gentleman (and ladies) astound even the civilized American spectator. They are arranged, rehearsed and carried through by men who are experienced in every theatrical device for creating effects and illusions. Their settings and atmosphere are cunningly calculated to allay suspicion and place the seeker for "knowledge" in a receptive and gullible state of mind. After you have seen "Mind Reader," however, you will begin to realize that without the indirect co-operation of such eminent Americans as Thomas A. Edison, Alexander Graham Bell and others, the crystal-gazers and mind readers of 1933 would have no "supernatural powers" worth mentioning.

Has Racy Comedy

"Mind Reader" is primarily a tainment, not an expose of one of the oldest and most profitable "rackets" in human history. First and foremost, it is a comedy, plentifully seasoned with racy comedy, of human beings. But as the picture unfolds, the career of the audacious mountebank who turns to "mind reading" as a means of making a living after other forms of quackery have proved unprofitable, the spectator is taken behind the scenes of Warren William's fortune-telling tent, and permitted to see just what the tricks and devices are that enable him to read messages which have apparently been burned up, before his clients' eyes, by gazing steadfastly into his crystal ball.

Later in the story, a favorite method of fleecing wealthy society women, by means of the crystal ball, is shown in operation. It works. It pays dividends. The "mystic marvel" tells his dupes nothing but the truth. He sticks to facts, because he has taken the trouble to get the facts he needs. And they are facts that cost his fair clients plenty—and their husbands even more.

Superior to Blackmail

The system is far superior to blackmail, and less dangerous because there is no comeback from the law. There is a law in most cities, to be sure, against fortune-tellers. But fortune-telling, in most of these cases, is only a misdemeanor, punishable with a fine or a jail sentence, at the option of the court. It is more of a temporary annoyance than anything else. It means, in practice, that the fortune-teller cannot operate as openly as he otherwise might. But such a law has never appreciably lessened the number of fortune-tellers in any community.

In connection with the apparatus used by Warren William in his crystal-gazing act in "Mind Reader," it may interest the reader who imagines that this phase of the story is mere fiction from the imagination of a studio writer, to know that he or anyone else who wishes to purchase such a device can easily do so.

A middle western firm makes

a specialty of manufacturing them, and selling them to gentlemen who feel the need of super-natural powers." They cost \$250, with full directions as to their use. Nothing else is needed to set up in business as a "crystal gazer" (except your crystal) but a few costumes and properties, and a confederate.

Behind the Scenes

There is a wholesome education, combined with colorful entertainment for everybody in "Mind Reader." If you have ever consulted a fortune-teller, in jest or in earnest, Warren William will open your eyes as he shows you how a good, two-fisted crystal-gazer does his work. And even if you have been too smart to succumb to the invitations of the "mystic marvels," you'll be amused to go behind the scenes and watch the wheels go 'round, and learn how easy it is to fool people who are more than half willing to be fooled anyway.

THE END.

(Advance Feature)

Warren William Discusses Art of Crystal Gazing

Ability to Induce Pictorial Hallucinations, a Gift Invariably Turned Into a Racket by Seers

HAVE you a little crystal-gazer in your home? Maybe you've never taken the trouble to find out. But, according to scientific psychologists, you may possess the ability to "induce pictorial hallucinations"—which is the highbrow way of saying that you can see things in the little glass ball—without realizing that you are thus gifted.

Think of how amusing it might be for yourself and entertaining for your friends to discover that one or more of your crowd was an unsuspected crystal-gazer. Historians tell us that George Sand, the famous woman novelist of France, innamorata of Chopin and Alfred de Musset, the poet, made the discovery of her own crystal gazing powers quite by accident.

"Another interesting fact is that there is no way of telling without actual experiment, whether a given person has this faculty or not. It doesn't seem to depend on the strength of vividness of one's imagination. People who are supposed to be able to 'visualize' vividly or are credited with what is sometimes called a photographic memory, often prove to be unable to see anything in a crystal ball.

It's All a Fraud

"What may be of more interest to the average man and woman of today is to realize the ease with which this whole business of crystal-gazing, mind-reading and other forms of fortune-telling can be turned into a 'racket,' by anyone who is disposed to embark on this type of commercial gold-digging," added William. "I never realized what a tremendous field

Daring Expose Of Fortune Telling Racket At Strand



Scenes from "The Mind Reader," the First National film that rips the lid off the modern fortune telling and mind reading rackets. Romance, tragically moving drama and excellent comedy abound aplenty in this picture which has Warren William as its star, Constance Cummings as the leading feminine player, and Allen Jenkins, Donald Dillaway, Robert Greig, Clarence Muse and others in the supporting cast. It's at the Strand Theatre.

Out No. 5 Out 60c Mat 20c

NOTE: If 4-col. pen and ink drawing is preferred, see page 5.

More recently Warren William, the First National star, has made some researches in the much-discussed and little understood field of the occult, as a preparation for playing the leading role in his latest starring vehicle, "Mind Reader," which comes to the Strand Theatre on

Also, because Warren, being of an inquisitive and scholarly turn of mind, enjoys excursions into out-of-the-way fields of knowledge.

No Spiritual Connection

"You don't have to believe that the ability to see things in a crystal ball, or a mirror, or a still pool, or any of the other media used for this sort of thing, means a definite connection with the so-called 'spirit world,'" explained William, in discussing his interesting discoveries recently, "to find the history of crystal-

gazing and other forms of prognostication, fortune-telling, or whatever you wish to call the subject, a fascinating thing to study.

A Gift

"The most interesting fact I ran across, in looking up the experiments that noted scientists have conducted with people supposed to have these powers," he went on, "is that such powers—whatever they are, or however you wish to explain them—are apparently, a gift. If you possess the faculty, you will, after a few moments of steady concentration on the crystal ball, begin to 'see things.' It doesn't matter whether you've ever tried it before.

"On the other hand, if you haven't 'what it takes,' to use a slang expression, to see these visions, you can stare into the ball until your eyes water and nothing will happen.

for faking and fraud the whole business is, until I began looking into the matter in connection with my present role in 'Mind Reader.'

"Undoubtedly there are persons who are convinced sincerely of their unusual 'psychic' powers, and who honestly do their best to place those powers at the disposal of those who come to them for help. But the fact that the records of the Society For Psychical Research, over a number of years, show that sooner or later, an overwhelming number of the most celebrated 'seers,' 'mystics,' 'mediums' and the like, have been conclusively proved to be fakes, ought to give pause to anyone who is disposed to place too much confidence in the members of the soothsaying fraternity."

"Mind Reader," which will soon be shown at the Strand Theatre, has, associated with Warren William, such well-known players as Constance Cummings, Allen Jenkins, Robert Greig, Donald Dillaway and Clarence Muse. Roy Del Ruth directed the production.

The Fake MIND READER Racket

★ ★ "Profession" Ranking Highest Among Big-Time
Fakirs Is Said To Painlessly Extract \$125,000,000
Yearly From The Pockets Of Uncle
Sam's People Of All Ages
And Conditions

By HARRY LEE
(Author of "The Little Poor Man"
and "High Company")

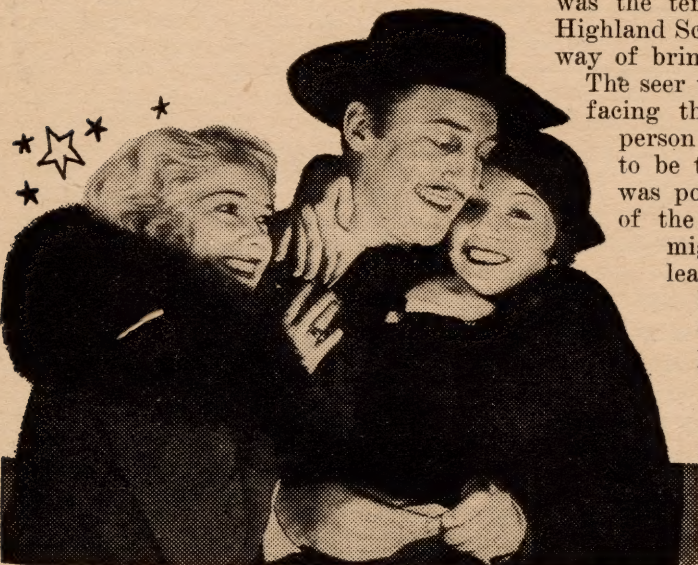
CAGLIOSTRO, Daddy of all Four-Flushers! Sire of the hordes of fake magicians, fortune-tellers and mind-readers! What Barnum is to the Big Top, Cagliostro the Gorgeous, is to the Side Show and the Spook Huddle! Cagliostro, immortalized not only by his own deeds and misdeeds, but by the pens of Goethe, Alexander Dumas and Thomas Carlisle!

Magnificent Cagliostro, brewer of elixirs of life and death, love potions and restorers of perpetual youth! Fortune-teller supreme—predicter of lucky numbers in lotteries—transmuter of precious metals—originator of occult lodges—and all—"for the good of mankind!" What a man! Ho hum!

Like all heroes of fact and fiction, Cagliostro "seen his duty and done it." And in the doing, saw to it that everybody else was properly done, and done brown, at that. His duty—as he saw it—was to boost his own personality to the busting point! To surround himself with all the awe-inspiring trappings and suits of mysticism! And—above all else—to go on record as possessor of the biggest collection of the 'long green' or it's equivalent—in this spinning world!

This—it may be suggested, is the goal of us all! But especially is it so among the pseudo-mind-readers, hand-writing experts, palmists, astrologists, miracle-number-slingers, occultists, spiritists, dream-interpreters, voodoo-workers, table-tippers, mesmerists, and the rest! They do like to have their hands crossed with silver! Simoleons, iron men, mazuma, bucks, or by whatever name the 'filthy lucre' is called, it is their meat and drink—their alpha and omega!

These suave gents of the turban and the magic wand, the blue flame, the crystal globe and the cabalistic word, are obviously not to be confused with the sincere physicians and laymen who labor to straighten out the mental tangles of suffering humanity, or those eminently worthwhile magicians, who frankly perform their feats of legerdemain, for the entertainment of their fellow mortals. It is the "racket" that arouses our righteous dander—that gets the "Irish" in us, on the rampage. But for all that, the fakirs are always with us—just as we always have the fakable! It is the old story of the fox and the goose, the guller and the gullable!



"You're so marvelous, Mr. Chandra!"



"MADAME, YOUR HUSBAND IS UNTRUE... Even now he is..."

As to the various means by which the clairvoyant state is attained by the "mediums," many interesting facts may be learned. Some have gazed fixedly at the polished surface of metal—into a gold cup—at the varying hues of a bit of colored glass—into the lines of the hand—upon a deck of cards—into clear water or ink. The Dervishes attain their desired frenzy by interminable swirlings, the northern Shamans by incessant drumming; the Moors by deafening music, if music it may be called.

"Deasel-walking"—not jay-walking was the term used by ancient Highland Scots, as a satisfactory way of bringing on the trance. The seer tip-toed three times, facing the sun, around the person whose fortune was to be told. In India, ink was poured into the hand of the performer—or he might stare at molten lead, at wax which had been emptied into the paten of the priest—or, best of all—at the shining blade of a sword, with which men—the more the merrier—had been slain! Hidden treasure, pussy-footing petroleum,

or wells of water, have been located—believe it or not—by "divining rods" and the Bible records that Aaron's trusty rod when thrown hastily on the golden floor of the palace of the Pharaoh, turned at once into an unpleasantly lively serpent. It is further related that when the servants of the royal household followed Aaron's lead, and threw down their staffs, all, at once, were changed into lesser snakes, which Aaron's prize boa swallowed, without giving its owner time to say 'Ed. Robinson!'

Travelers have described similar 'miracles' performed through the agency of natives at Cairo, Egypt. The serpents, so they explain, were hypnotized until they became rigid as walking sticks. When hurled to the ground, with the proper mystical words and smoothings—they came to life—shook their hips—and wiggled out of the picture, without further ado. A bit of Egyptian papyrus dat-



CHANDRA THE GREAT gives his 'skill' the wink as blonde girl surrenders to his 'occult' power!

"YOU ARE TO CROSS WATER—I see a great ship rolling and pitching in the trough of the sea! I see a beautiful woman! She is... swept overboard! Now a dark man..."

ed 3766 B. C. and now preserved in the British Museum, tells of magic doings which restored heads that had been severed from the necks of unhappy gentlemen—to their original owners, without inconvenience—and with no later complications.

These strange mortals, who claim to act as eyes and ears for us, in our search for a solution of the mysteries which our saner selves know well, cannot be riddled—intrigue us! They capture our imagination! Many of us are familiar with Fraser's "Golden Bough"—which recounts all the myths of humanity, from what we are pleased to call—taking our cue from the beginning—"the beginning."

Those who do not know the "Golden Bough" should go post haste to the nearest library and take out a copy! There they will find the witch brews—the ghostly warnings—the fetishes—tokens—totems—tom-toms—which may seem like so much tomfoolery to us now—but which have played so tremendous a part in the climb of humanity, from chaos—to—what-ever it is we have arrived at!

Even tomorrow, friend, some cagey mind-reader may pitch his tent in your town, and set you to marveling! "How in the wide world did he know all those things about me?" you'll probably be saying. "He said I would meet a dark man... and sure enough..." or "Yes, and I found it, just where he said it was. Isn't he wonderful!" The Cagliostros still survive!

Latest, and probably most amazing of his breed is Chandra the Great! Divulger of past, present, and future! Solver of all mysteries of love, marriage and money! Chandra the Great! His exciting life has at last been brought to the screen, by First National as "The Mind Reader." It comes to the Strand...next. Chandra the Great is played with dynamic gusto by Warren William.

Others who are cast in his support are Constance Cummings—as one of Chandra's many feminine conquests—Allen Jenkins as his rough-and-ready aide—Clarence Muse, Donald Dillaway, Clara Blandick and Robert Greig. "The Mind Reader," beside being a gripping dramatic romance, is a sensational expose of the tricks of those nice boys who are trying to get along—and succeeding—in the grand, glorious and ancient mind-reading racket!



"We gotta get into the mind-readin,' boss... our game is all wet!"

(Advance Feature)

Warren William Offered Big Career as Fortune Teller

Old Timer, Watching Him in "Mind Reader" Finds He Has Great Possibilities as a Crystal Gazer

WARREN WILLIAM, star of the First National production, "Mind Reader," which opens at the Theatre on _____, made the accidental discovery during the making of that picture, that he has been a potential fortune-teller for years, without having the slightest suspicion of it.

In fact, a successful career as a seer and crystal-gazer awaits Warren, any time he cares to give up acting in pictures.

The 'discoverer' of Warren's unsuspected talents was one of the professional fortune-tellers who appeared as 'atmosphere' around the carnival show where the star, as 'Chandra The Great', astounds the rural visitors nightly with his ability to read the future.

And being a practical business woman, this white-haired psychic who had spent years telling fortunes by every approved method in most parts of the world, lost no time in taking Warren aside and telling him what tremendous opportunities she thought he was passing up, by sticking to acting.

"I don't think this old dame has given up hope of making me see the light yet," laughed Warren, "because, as far as she's concerned, I'm the 'White Hope' of the fortune-telling racket. What I can do with it, according to her, if I'll only give up this penny-ante picture business, and let her tutor me in the fine points of the game, will make all the fortune-tellers the world has ever seen look like a bunch of panhandlers!

Has Standing Offer

"Anyhow, I've got a standing offer to go into business with her any time I get ready," chuckled Warren. "She'll teach me all the tricks of the trade, and all she wants is 25% of the gross.

"It was about the third of the crystal-gazing sequence _____, he went on, "and I had just left the set for a rest while Roy Del Ruth, the director, shot some of the other scenes in which I had no part.

"I had picked out a seat behind the sidelines and was getting ready to study the next few scenes, when the old lady came over to me. She came to the point without any preliminaries.

"I hope you won't get sore at what I'm going to say, Mr. William," she began, "but after the way you spieled off that line of chatter for the saps in that tent, I want to tell you that you're wasting your time in the picture business.

"I don't care what you're making in this game—there's ten times that waiting for you in this clairvoyant racket. You're a natural. You've got everything it takes to knock 'em cold—voice, presence, personality. Believe it or not, you almost had me falling for that stuff once or twice, you were so good! And I've been monkeying with glass balls and palm reading and trances and all the rest of the gimmicks for years.'

"I took occasion to assure her that I was immensely flattered by her tributes to my acting, and appreciated her enthusiasm. Then I went on to explain that I was perfectly satisfied with the screen and the stage, and hadn't given the slightest thought to changing my profession since I first put on make-up.

A Business Proposition

"_____ She wouldn't take that for a final answer, though. Before I knew it, she was making me a business proposition. I was to give up the screen, go into retirement for six months, and go to school to her. At the end of that time, she guaranteed that I would be a 24-karat fortune teller, able to knock 'em dead (to use her own words) with palmistry, horoscopes, mind-reading, crystal-gazing, cards, magic sand or any of the other ancient inventions for taking money away from boobies. And all she wanted was the job as my manager and 25 percent of the 'take.'

With Warren William in "Mind Reader" are Constance Cummings, Allen Jenkins, Donald Dillaway, Clara Blandick, Natalie Moorhead, Clarence Muse, Robert Greig and a number of other well-known players. Roy Del Ruth directed the picture from the original drama by Vivian Cosby. The screen play is the work of Wilson Mizner and Robert Lord.

CARNIVAL SLANG

Here is a glossary of carnival slang used in "The Mind Reader," a First National picture featuring Warren William, which opens at the _____ Theatre on _____

Shill	A plant, or confederate, working with the mind reader in the audience, ostensibly as a client.
Pushover	An easy mark; any person (or thing) that can be won with little or no effort.
Plant	Same as 'Shill.'
Pie Car	Another name for "Privilege Car," where meals are served to the performers en route from town to town.
Leather	A pocketbook or wallet.
Casaba	a fool; dumbbell; sap.
Ducat (or ducket)	a ticket.
Hey, Rube!	The S.O.S. call for help, used by the employees of a circus or carnival show when a riot starts.
Flea-bag	Contemptuous term applied to another side show or concession on the lot.
Blow the joint	To get out in a hurry; the equivalent of "scram."
Slough the joint	A warning to break up any performance or show and hide the paraphernalia (particularly if it is crooked) when the authorities are expected.
Barker	The announcer outside any attraction or side-show in the carnival, whose business it is to attract patrons.
Spieler	Same as "Barker."

SEEN IN STRAND FILM



WARREN WILLIAM, star of "The Mind Reader" gazing affectionately upon the lovely CONSTANCE CUMMINGS, his leading lady. Allen Jenkins is also in this picture which is now being shown at the Theatre.

Cut No. 10 Cut 30c Mat 10c

(Advance Feature)

Constance Cummings Has Made Rapid Progress in Films Within Two Years

Plays Leading Role Opposite Warren William, as Bedazzled Innocent Girl in "Mind Reader"

HOLLYWOOD fame and fortune caught up with Constance Cummings while she was on her way to a Los Angeles railroad station to start back for New York to resume her stage career.

An interested producer reached her by messenger and delayed the start back to Broadway long enough to offer Miss Cummings a contract. A ten minute consultation with her mother made up her mind, changed her plans and resulted in adding the name of Constance Cummings to the short list of new stars in pictures.

That was more than two years ago, and in the months intervening between that hasty decision and her appearance opposite Warren William in the First National picture "Mind Reader," which comes to the _____ Theatre on _____, Miss Cummings has been featured in many

productions and opposite many famous stars. Outstanding are her roles opposite Harold Lloyd in "Movie Crazy," with Walter Huston, in "American Madness," and her present lead with Warren William in "Mind Reader."

Started as Dancer

Miss Cummings is a Seattle girl who made good in New York before she almost failed in Hollywood. In school she was noted for her red hair, her interest in amateur theatricals and her vivid freckles. She still keeps all three of these although the freckles disappear before the camera. In New York she specialized in dancing and she was brought to Hollywood originally to play a role opposite Ronald Colman, a part which she did not get because the picture was never made.

Her real name is Halverstadt, but the name of "Cummings" belongs in the family. Unlike the other "Connies" in motion pictures, Miss Cummings' interest in clothes is very slight. She may be known, in time, as the most plainly dressed woman in Hollywood, although when dressed for pictures by a studio designer, she exhibits rare ability to display the creations. People and books interest her more than wardrobe and her hats are the despair of her mother and her friends.

1931 Wampas Star

Miss Cummings was chosen in 1931 as a Wampas Baby star and was presented to the public, with her sister baby stars, before an immense audience in the Los Angeles coliseum during an annual fiesta there. She was late for the occasion, but managed to arrive in time to make her appearance. A new book had delayed her.



CONSTANCE CUMMINGS

Cut No. 6 Cut 15c Mat 5c

Her interest in books is real and almost violent. Her library is filled with a unique combination of unusual and modern volumes and she likes to argue about them with her friends.

All told, Constance Cummings, has been one of Hollywood's busiest young women for the past two years. Less interested in social events than most young girls, she has surrounded herself with a group of young intellectuals who would rather debate than dance. She lives in a suburban district near Hollywood, with her mother, and drives a Ford with such abandon that few people will ride with her.

Her work in "Mind Reader" is evidence that she has lived up to the high promise of her earlier roles. She plays the part of an innocent girl who is bedazzled and half hypnotized by a likeable rascal of unusual personality, the role of Warren William.

"Mind Reader" is an interesting story that unfolds the trickery of fortune telling charlatans with a wealth of humor and drama.

In the supporting cast are such well known players as Allen Jenkins, Donald Dillaway, Natalie Moorhead, Clara Blandick, Mayo Methol, Harry Beresford, Robert Greig, Clarence Muse and Ruthelma Stevens. Roy Del Ruth directed the film.

(Current Feature)

Making "Mind Reader" No Work to Warren William

The Role Afforded Pleasant Relaxation After His High Tension Effort in Previous Two Pictures

HAVE you ever tried working and taking a vacation at the same time? It sounds as impossible as staying home while you're going to the theatre, or lying on the beach and enjoying a swim.

Nevertheless, Warren William not only insists that it can be done—he did it, during his last First National picture, "Mind Reader," which is now at the Theatre.

Warren declares that he got so much sheer fun, enjoyment and relaxation out of the role of the utterly shameless, audacious, double-crossing fortune teller, Chandra, whose adventures form



As the artist sees Warren William in "The Mind Reader," the First National picture at the Theatre this week. Constance Cummings has the leading feminine role.

Out No. 14 Out 30c Mat 10c

the drama of "Mind Reader," that it was practically a vacation for him. In fact, a great deal more enjoyable than many cut-and-dried vacations, carefully planned in advance.

"I really mean it when I say that the role of Chandra in "Mind Reader" did me as much good as a month's rest in the mountains would have done," remarked Warren.

"After the strenuous parts that I've been playing for several months—notably that of Paul Kroll in 'The Match King' and the high-powered department store executive in 'Employee's Entrance,' getting an easy-going, happy-go-lucky rascal like Chandra to play is really a holiday.

"You know, it's nearly as exhausting playing a high-pressure captain of industry or finance as it would be to be one of them. It calls for a high-tension tempo in your work, an incessant driving energy in characterization that leaves an actor pretty flat and worn out at the end of a day's shooting.

Like Breaking Training

"Probably I make it harder for myself," Warren went on, "because I try to get inside every part I play and transform myself into the character for the time being. But that's the only way I know to go about getting results that will be convincing on the screen. If I can't feel and live the man I'm playing, so that his emotions and points of view are mine, temporarily, then I'm licked, and I know in advance that anything I do is going to be bad.

"After such strenuous and exacting roles as those last two, you can imagine what a lark it was to find myself doing this rogue, Chandra. It was like breaking training for a football player at the end of a strenuous season. There is the same emotional escape in it that a lot of men find in going off on a good "bender" for a week or two. Besides which, it has the advantage of leaving you with no unpleasant morning-after feeling.

"Personally, I'd like to play one of these fascinating rascals at least once a year. There's a tang and a spiciness about such characters and their adventures that make rattling good entertainment. Audiences enjoy them, because it gives them a chance to 'cut loose' in their imagination, and kick over the traces vicariously, without having to pay for it later. Then, after having had an emotional blow-off, they go back to the humdrum realities of everyday life a little readier to take things with a smile."

Constance Cummings is Warren William's leading woman in "Mind Reader," with Allen Jenkins, Natalie Moorhead, Clara Blandick, Donald Dillaway, Robert Greig and Clarence Muse as other important members of the cast.

Roy Del Ruth directed the screen play, which was written by Wilson Mizner and Robert Lord, based on the stage play by Vivian Cosby.

(Current Feature—Short version of full page feature on page 8.)

"Mind Reader" a Startling Expose of Occult Arts

Warren William in Title Role, Bares Tricks and Props Used by Charlatans to Dupe Public

THE heavy veil of mystery that perpetually surrounds the so called arts of the fake fortune teller, magician and mind reader has been torn to shreds in the First National production of "The Mind Reader," which is now being featured on the screen of the Theatre.

"No Admittance" signs are boldly disregarded and the picture leads the spectator behind the scenes of the proverbial tent show, the loudly heralded sooth-sayer's booth and the sinister parlors of the oriental crystal gazer, to unfold a startling revelation of the chicanery, the clever tricks, and the ingenious mechanisms employed to enable the charlatan and the faker to deceive an altogether too glib public.

If you have wondered how the magician can stop his pulse at will, and command it to beat again; if you have been surprised and amazed at how the crystal gazer can tell such intimate details of your past and, to all appearances, logically prognosticate the future; if you have ever been bewildered to hear a mind reader repeat and answer a question which you have written on a piece of paper which was burned before your very eyes; if you have been puzzled by the thousand and one mysterious feats you have seen performed by the swindling magicians, mystics and mind readers of today, then you can learn exactly how all their seemingly miraculous results are accomplished in "The Mind Reader."

Powerful Influence

Unfortunately, the influence which these fakers have held over their customers has been far too great to cause anyone much good, excepting perhaps, the fakers themselves. One shudders at the thought of how many lives were ruined and homes broken up because of the treacherous and absolutely false advice that fortune tellers have tendered their helpless patrons. Women, especially, have fallen a prey to the lying trickery of these supposed seers. Their emotional characters and inherent jealousy have made them all too easy victims for these devilish tricksters.

Whole Bag of Tricks

Just as Houdini exposed the tricks of the magician, of which he was probably the greatest of all time, so does Warren William blast the lid off the fraud and the comparatively simple tricks behind the fortune telling racket.

Taking the leading role, William starts his tumultuous career as a patent medicine man and petty faker and then finally as Chandra The Great . . . Mind Reader. It is in this latter capacity that he begins to prosper. The theiving methods he uses to get the information required to enable him to

answer his clients' questions; and the advice which brought disaster to so many of his patrons' homes and ultimately his own, makes "The Mind Reader" a tragically moving drama.

The Inside Story

But while he mystifies you with seemingly supernatural performances, at the same time he reveals the shocking practices of his profession. He opens and pours on the table before you, the whole bag of tricks of the world's charlatans, from the lowly traveling medicine man and mountebank to the crystal gazer and interpreter of the occult who surrounds himself with an air of mystery and luxury in the greatest hotels and apartments of the universe.

Romance and Comedy

But behind all this exposition of the occult arts, there lies a delightful romance acted by Warren William and Constance Cummings. For although unscrupulous in his relations with clients and other people, his love for his wife is sincere and on the level. The scenes in which they appear together are hardly lacking in any romantic appeal and are beautifully moving in their tenderness.

The smashing drama, however, is delightfully tempered with excellent comedy which is supplied mainly by that inimitable fun-maker, Allen Jenkins and the colored comedian, Clarence Muse. The revelations themselves are so amusing and at times, even ludicrous, as to furnish the liveliest kind of entertainment throughout the picture.

Besides Warren William, his leading lady, Constance Cummings, Allen Jenkins and Clarence Muse, the cast includes Donald Dillaway, Natalie Moorhead, Clara Blandick, Mayo Methot and Harry Beresford.

The screen play, which is based on the stage production by Vivian Cosby, was written by Wilson Mizner and Robert Lord. The picture was directed by Roy Del Ruth.

What's Happening On The Warner-First National Lot.

A new news service instituted by Warner Bros. presents the latest news from the Warner Bros.-First National studios, dealing with pictures in production — Hollywood previews—and about everything you should know about the coming product. It is called "What's Happening on the Warner-First National Lot."

This service is available to you without charge. For your own information, you should read this special weekly news bulletin. In addition to giving you the real inside of the pictures you are buying, this news service also affords you the opportunity of building up each picture long before your playdate, by giving to the newspapers the valuable publicity information it contains.

Make use of this up-to-the-minute news, by planting it with your local movie editors, taking care to mention the fact that the picture will be shown at your theatre.

Write for this free service without delay. Address: Warner Bros. PUBLICITY DEPT., 321 West 44th Street, New York City.

ADVERTISING

LEAVE YOUR LOVE SECRETS AT HOME
when you see
WARREN WILLIAM
in
"The MIND READER"

Don't count yourself safe until you know
the power he has over women!
See him in this sensa-
tional First National Picture with —
CONSTANCE CUMMINGS
• STRAND •

Cut No. 41 Cut 40c Mat 10c

228 LINES

He TELLS the secrets of your Future
and SELLS the secrets of your Past!

Don't let him get you under the occult power
that has smashed the hearts and wrecked the
homes of so many other women! For the
truth about this world-famous mystic see—

WARREN WILLIAM
in
"The MIND READER"

A First National Picture with
CONSTANCE CUMMINGS
DONALD DILLOWAY
ALLEN JENKINS

• STRAND •

Cut No. 29 Cut 40c Mat 10c

218 LINES

**HE KNOWS EVERY
ONE'S FUTURE — —
except his own!**

He claims to know everything—and he'll
convince that he does! But why can't
he foresee the terrible fate that awaits
him when the women whose lives he
has wrecked at last catch up with him!

WARREN WILLIAM
in
"The MIND READER"

A First National Hit with
CONSTANCE CUMMINGS
ALLEN JENKINS · DONALD DILLOWAY
• STRAND •

Cut No. 32 Cut 40c Mat 10c

112 LINES

CATCHLINES

Fake mind-readers exposed!

* * *

He Tells the Secrets of Your Future—and Sells
the Secrets of Your Past!

* * *

He Knows Everyone's Future — Except
His Own!

* * *

Leave Your Love Secrets at Home When You
See "The Mind Reader"!

* * *

Exposing the Man Who Exposes the Future!

* * *

Learn the Poisoned Past of this man who tells
Your Future!

* * *

Have You Ever Fallen for a Fake Mind Reader?

* * *

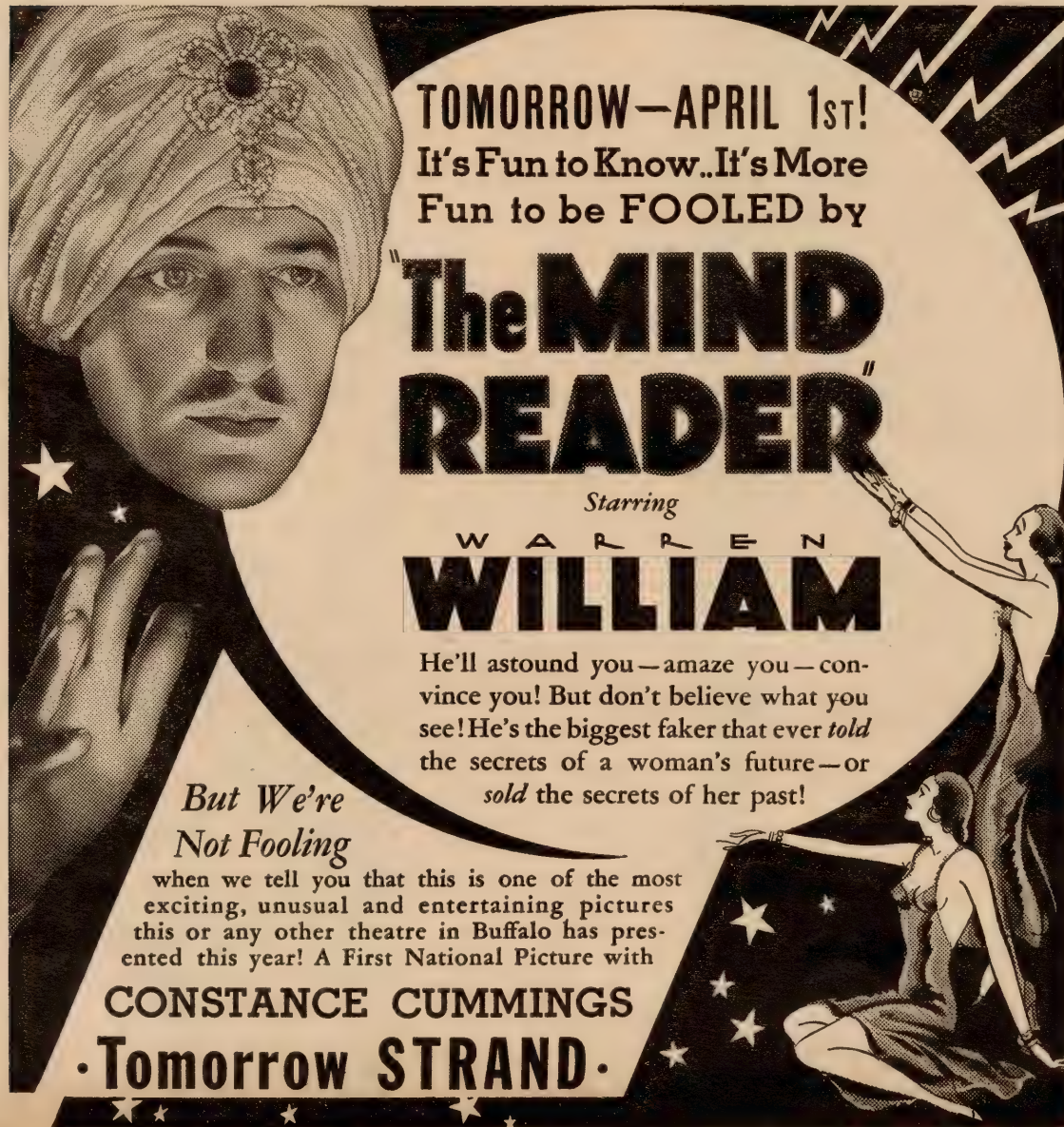
The Man of a Thousand Personalities!

* * *

Learn Secret Tricks of Fake Mind Readers!

SPECIAL AD FOR APRIL 1st OPENINGS

April 1st is the official release date for "The Mind Reader." If you open it on that day you have a great chance to cash in on your opening date with the trick copy in the ad below. For other opening dates, substitute other copy.
Substitute correct City Name in this ad.



TOMORROW—APRIL 1st!
It's Fun to Know..It's More
Fun to be FOOLED by
**"The MIND
READER"**
Starring
**WARREN
WILLIAM**
He'll astound you—amaze you—con-
vince you! But don't believe what you
see! He's the biggest faker that ever *told*
the secrets of a woman's future—or
sold the secrets of her past!

*But We're
Not Fooling*
when we tell you that this is one of the most
exciting, unusual and entertaining pictures
this or any other theatre in Buffalo has pres-
ented this year! A First National Picture with
CONSTANCE CUMMINGS
•Tomorrow STRAND•

Cut No. 30 Cut 60c Mat 15c

264 LINES



Have YOU Ever Fallen
For A Fake Mind Reader?
Don't let him fool you again! Every "marvel" he
performs is a trick that has wrecked homes, bro-
ken hearts and ruined women's reputations! Learn
his secrets, and the terrible power he has over
women, from
**WARREN
WILLIAM**
in
**"The MIND
READER"**
Another Great First National Picture with
CONSTANCE CUMMINGS
•STRAND•

Cut No. 31 Cut 40c Mat 10c

148 LINES



**Learn the Poisoned
PAST of This Man Who
Tells Your FUTURE!**
Find out how he has blasted reputations,
smashed hearts, wrecked homes, before
you trust him with *your* secrets! Here's
the truth at last about certain fake
mystics who prey on the gullible women
of America!
**WARREN
WILLIAM**
The Man of a Thousand Personalities, in
**"The MIND
READER"**
A First National Picture with
CONSTANCE CUMMINGS
•STRAND•

Cut No. 34 Cut 40c Mat 10c

194 LINES

WARNING!

Don't let FAKE MIND READERS fool you. Beware of their mystic force which some women cannot resist. This picture exposes for the first time amazing

To the Women of ROCHESTER!

tricks by which they often exert a fatal fascination. We urge you to see it so that you may avoid the pitfalls which trapped the lovely girl in this amazing story!

WARREN
WILLIAM
in
"The MIND READER"

STRAND
[POLICY HERE]

A First National hit with
CONSTANCE CUMMINGS
DONALD DILLOWAY
ALLEN JENKINS

"THE MIND READER"
WILL PUT YOU WISE to these and many other baffling tricks that may have fooled you!

HERE'S HOW HE STOPS HIS PULSE AT WILL! Of course he can stop his pulse... but you can do the same thing! Place a folded handkerchief under your armpit. Press down on it with your arm. The pulse stops!

HOW HE READS LETTERS DESTROYED BY FIRE! Slips containing the audience's questions are dumped by an attendant into a brazier of burning coals and then the mystic reads the questions and answers them. As a matter of fact, the brazier is only partly filled with coals. The center of it is a hollow tube leading to beneath the platform.

HOW HE TELLS YOUR HIDDEN SECRETS! Concealed beneath the platform is an assistant who catches the slips as they come thru the tube and reads the questions they contain, over a telephone wire leading to the head-phone secreted in the Mind Reader's turban!

Cut No. 40 Cut 80c Mat 20c

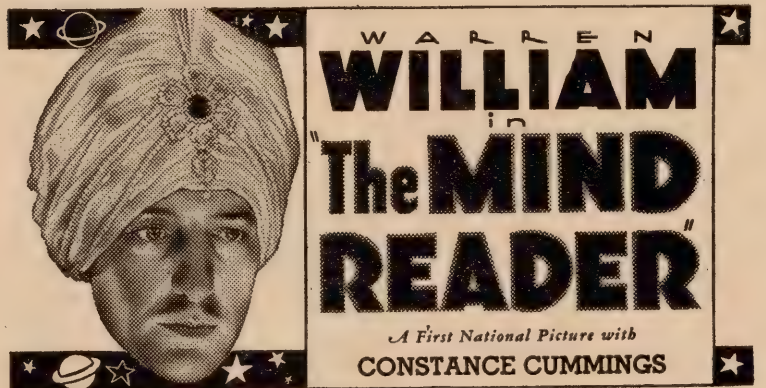
568 LINES

SUBSTITUTE CORRECT CITY NAME IN THIS AD.



Cut No. 4 Cut 40c Mat 10c

56 LINES



Cut No. 17 Cut 40c Mat 10c

56 LINES



Cut No. 2 Cut 20c Mat 5c
14 LINES



Cut No. 3 Cut 20c Mat 5c
14 LINES

This ad also available in 3-column size. Order Cut No. 39 Cut 60c Mat 15c. 369 LINES.



FAKE MIND-READERS EXPOSED!
Learn the secret tricks they may have used to tell your past and future! Fascinating! Different! True!

WARREN WILLIAM
in
"The MIND READER"
A First National Picture with
CONSTANCE CUMMINGS

STRAND TODAY

Cut No. 36 Cut 40c Mat 10c

162 LINES



Have YOU been fooled by these
**SECRET TRICKS OF
FAKE MIND READERS**

Learn how this man **STOPS HIS PULSE AT WILL . . .**
READS LETTERS DESTROYED BY FIRE . . . TELLS
HIDDEN SECRETS OF YOUR PAST . . . And see what
happens to women who fall for his "occult" powers!

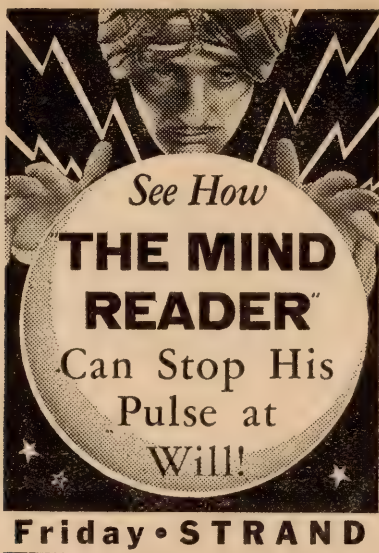
WARREN WILLIAM
in
"The MIND READER"
A First National Picture with
CONSTANCE CUMMINGS

STRAND

Cut No. 42 Cut 40c Mat 10c

162 LINES

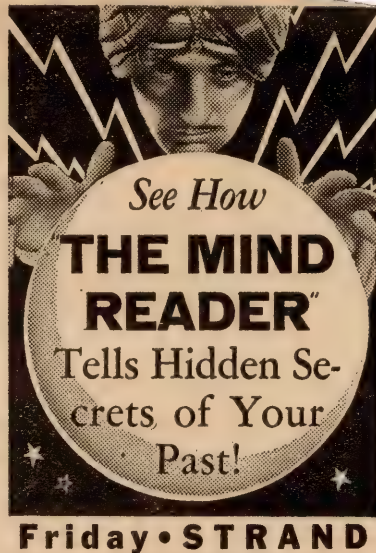
TEASER SERIES



See How
"THE MIND READER"
Can Stop His
Pulse at
Will!

Friday • STRAND

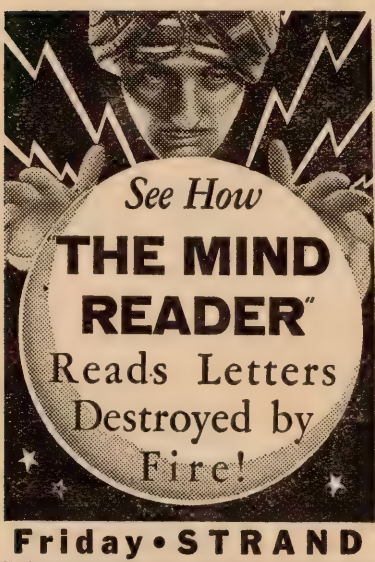
Cut No. 25 Cut 20c Mat 5c
41 LINES



See How
"THE MIND READER"
Tells Hidden Se-
crets of Your
Past!

Friday • STRAND

Cut No. 26 Cut 20c Mat 5c
41 LINES



See How
"THE MIND READER"
Reads Letters
Destroyed by
Fire!

Friday • STRAND

Cut No. 27 Cut 20c Mat 5c
41 LINES

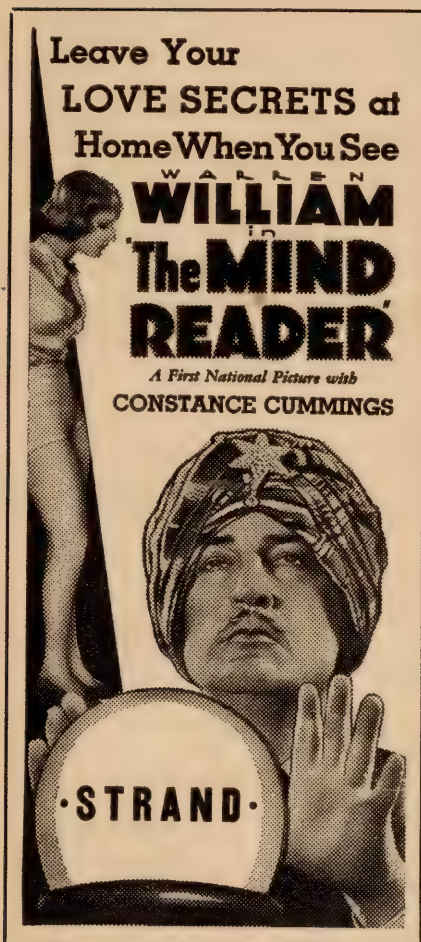


Look
INTO THE FUTURE
for one of the big entertain-
ment events of this thrill-
packed movie year!
WARREN WILLIAM
in
"THE MIND READER"

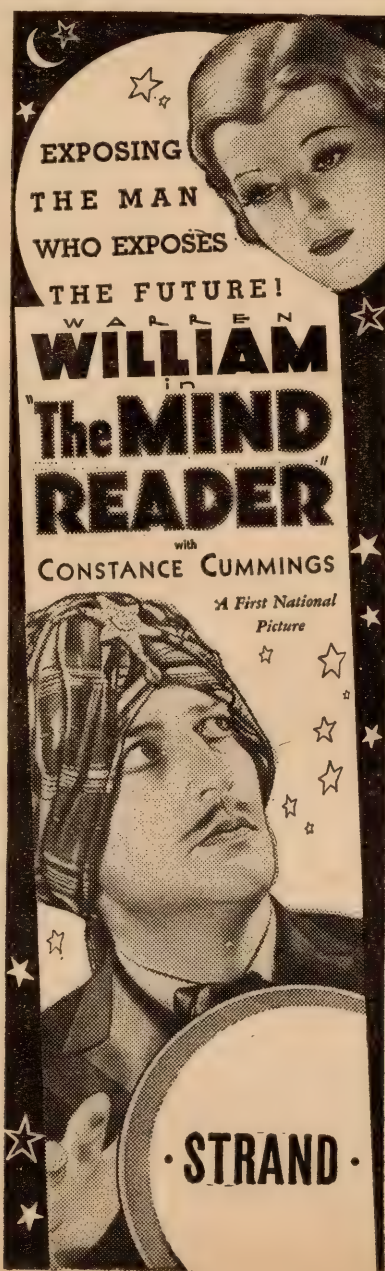
Friday • STRAND

Cut No 28 Cut 20c Mat 5c
41 LINES

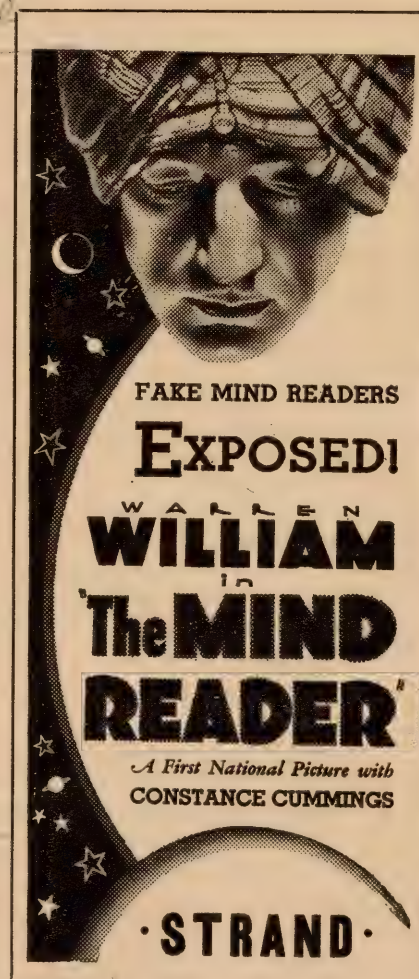
1 COLUMN ADS



Cut No. 33 Cut 20c Mat 5c
67 LINES



Cut No. 15 Cut 20c Mat 5c
94 LINES



Cut No. 35 Cut 20c Mat 5c
68 LINES



Cut No. 24 Cut 40c Mat 10c 190 LINES

EXPLOITATION SECTION

ACE SHOWMAN TELLS HOW TO EXPLOIT "MIND READER"

Gus McCarthy, crack hit-picker of the Motion Picture Herald, hands out this hot advice on selling "The Mind Reader" in a recent showman's review:

"This show should be circused . . . It can be developed into a real profit maker by taking advantage of all the showmanship which the picture itself suggests. . .

"A traveling impersonator of the 'painless dentist,' the hair preparation fakir, dolling up with all the trappings that were a part of the nomadic fakir's paraphernalia of a decade or so ago. The old flagpole sitting contest. Even the door to door canvassing of houses with advertising heralds, made up a la the old circus throwaways, in the brush salesman idea . . .

"What can be done with the fortune telling angles will be limited by your own imagination; only be sure that everything is done from a comedy point of view, and if you have a crystal gazer in your lobby, be sure that no one will take him seriously . . .

"'The Mind Reader' is a type of picture on which you can afford to spend a little extra money in advertising. There's entertainment in it for the whole family, with appeal of the leading cast names and the intriguing ring of the title!"

MYSTIFYING MIND READER STUNT FOR YOUR THEATRE

This mind-reading stunt was suggested by Epes Sargent of Variety.

The audience is furnished with a number of slips of white paper upon which they are asked to write whatever they please, names, dates, messages and so on. The strips are then folded over by the writers, and collected by the performer's aide, who lays them on the table before the magician on the stage.

The magician selects one, presses it against his forehead, contemplates deeply, and then announces what is written on the paper, repeating the secret of the trick is this:

Before the stunt is staged, the magician and his aide, decide what the third party is going to write on his slip of paper. For example, the third party writes the name "George Washington." After the slips have all been taken up by the

aide, and placed on the magician's table, the latter presses a slip to his forehead, contemplates and says "George Washington."

He then asks whether anyone in the audience wrote these words. The third party replies in the affirmative, and the confidence of the audience is secured. The magician now opens the slip which is in his hand, reads the words that are written upon it, and remarks, as if merely confirming his answer: "Yes, 'George Washington' is correct!"

Having read what is written on the first slip, say, "1492"—he selects another slip, presses it to his forehead, and says, "1492"—he contemplates, that he can see the date "1492" written upon it. The same process is repeated until all the slips have been read—care being taken that the third party's slip be left till the very last.

Novel Ad Stunt

Get up an ad to appear as if coming from the mind reader himself and run it in the regular news sections of your newspapers . . . NOT in the amusement section. Suggested copy as follows:

DON'T DARE HOLD BACK ANY SECRETS FROM ME

!!!!

I'll read your mind like an open book! I'll tell you what the future has in store for you When the time is ripe for that business opportunity! How to select your ideal mate! I see all—know all! Don't fail to see me at the

Theatre on

THE MIND READER

Lobby Stunt

Contact a restaurant which offers their patrons free reading of their tea leaves (commonly known as Gypsy Tea Rooms), and get them to install their regular fortune teller in a booth in the lobby of your theatre in advance of your showing. She or he should then offer to tell your customers' fortunes free of charge, and precede or end their reading with the recommendation to see "The Mind Reader" for the real inside story on how it is done.

In exchange for the restaurants' co-operation, mention the fortune teller's name and the restaurant represented in your lobby.

Dealer Radio Co-op Tie-Up

Many department stores and merchants conduct a morning radio broadcast in which they announce special sales which are not advertised in the newspapers, but for which the women are constantly on the lookout over the air. If your local stores have no radio hour, suggest that it start one in conjunction with this merchandising stunt, which is designed to bring results to the store, as well as to your theatre.

Here's how to work it! After the store's announcements over the air of its special sale the store then requests the women to send in suggested specials which they would like to see on sale in the store the following week. As an added inducement for the women to send in their sales suggestions, have the radio announcer offer guests tickets to your theatre to be awarded to the ten women sending in the most practical suggestions of the day.

(In this way you get in a plug for your picture, theatre and play-date).

In selling this idea to the dealer, point out its value in getting the women to look forward to these radio broadcasts. It's a great business-stimulator for the store, and gets you radio publicity at the cost of only the number of guest tickets involved as this idea can be used from week to week as a general publicity stunt for all the pictures you play.

To cinch the tie-up, offer to display a card in your lobby announcing the special radio broadcast; copy suggested as follows:

IMPORTANT MESSAGE TO WOMEN SHOPPERS STATION XYZ EVERY MORNING AT 9:30. TUNE IN—IT WILL PAY YOU!

PLASTER YOUR TOWN WITH "THE MIND READER" CARDS

Ballyhoo this picture as though it were a circus show by strong advance posting 1 sheets, 3 sheets, 6 sheets and 24 sheets. Plaster your town with special printed 11x14 display cards. These cards should be printed on both sides with "come-on" copy stressing the sensational angle of the picture—the expose of the fake mind reader. Use copy along the following lines:

He Sees All! Knows All! Tells All!

"THE MIND READER"

STRAND THEATRE—NOW

See How He Reads Letters Destroyed by Fire

"THE MIND READER"

NOW—STRAND

See How He Stops His Pulse At Will

"THE MIND READER"

NOW—STRAND

Fake Mind Readers Exposed!

"THE MIND READER"

STRAND THEATRE—NOW

Every available space in your town should be covered with these cards, such as window ledges, door steps, building entrances, ball parks, etc. Also, if there is any building demolishing going on in your town, snipe these cards on the bare walls.

These same cards can be used as snipes for advance paper, which you should already have had placed up around town.

The fact that these cards are printed on both sides insures their being read by passers-by in the event that they are thrown on the pavement from the window ledges, door steps, etc.

MAGIC TRICK OF THE DAY NEWSPAPER STUNT

The many feats of magic performed by Warren William in "The Mind Reader" offer you an excellent newspaper contest on the "MAGIC TRICK OF THE DAY." Contact your local newspaper to run this contest offering free tickets to the opening of the picture to the persons who send in the "MAGIC TRICK OF THE DAY." The contest should run for five or six days prior to picture's opening, with one pair of tickets to be given away each day.

Here is the story with which to announce this contest to the readers:

"MAGIC TRICK OF THE DAY" CONTEST

Strand Theatre Offers Free Tickets to "The Mind Reader" For Magic Tricks

Do you know any tricks of magic? If you do, here is your chance to win free tickets to see "The Mind Reader," First National's expose of the mind reading fakir, which comes to the screen of the Strand Theatre next . . . Every day for six days, the Strand Theatre, in conjunction with the (name of newspaper) will give away a pair of tickets to the opening of this picture for the trick selected as the "MAGIC TRICK OF THE DAY."

These daily awards will be made on the basis of originality and difficulty of the magic trick. Send in your magic trick at once to the "MAGIC TRICK OF THE DAY" EDITOR, care of this newspaper.

Watch Tuesday's paper for the winner of the first "MAGIC TRICK OF THE DAY."

Novelties For Prizes Or Throwaways

An assortment of novelties consisting of three different magic tricks have been made up on this picture.

They are novelties which sell in the stores at five or ten cents apiece and make an excellent gift for the kids. Distribute them at a special children's performance of the picture. You might even send one of these novelties to each person on your mailing list as an attractive gift calling attention to your showing of "The Mind Reader."

Prices including theatre and play-date imprints:

1M	\$10.00
3M	9.75 per M
5M	9.50 per M
10M	9.25 per M

Order direct from

ECONOMY NOVELTY COMPANY
239 West 39th Street
New York City

See page 22 for additional novelty.

BILDOGRAM NEWSPAPER CONTEST

Latest of the popular crazes, the BILDOGRAM, exercises the ability of the puzzlewise, in seeing how many words they can form from a giving word or words. The words chosen for this Bildogram are:

"THE MIND READER"

At least 100 words in common use, and made up of four or more letters can be made from it. Can you find that many, or more? To the 25 persons sending in the longest and most correct lists—before (the date) — to the MIND READER BILDOGRAM EDITOR AT THE NEWS—guest tickets to "The Mind Reader," the First National picture starring Warren William, and coming to the Strand Theatre . . . next — will be gladly awarded.

BILDOGRAM RULES: 1. Words must be four or more letters. 2. Words which make four letters by the addition of "s"—as dogs, cats, etc—are not to be made use of. 3. Only one form of a word is used; that is, if you use "rest" you cannot use "rested." 4. When a 'noun' is made from a verb by adding 'r' or 'er,' as 'work,' 'worker,' only one must be used. 5. Only common nouns are used (not proper nouns) and only such words as are to be found in standard dictionaries.



COMPLETE CAMPAIGN FOR INTERESTING FIVE DAY NEWSPAPER CONTEST

The Stunt of the Week planned for "THE MIND READER," is one which has wide appeal to young and old alike. It is a very simple, short dialogue writing contest and is bound to create added readers' interest for the cooperating newspaper and at the same time, it will stimulate interest in advance of the showing of "THE MIND READER" at your theatre. The scenes used are actual scenes from "THE MIND READER," and the situations which are described in the story with each scene give easy leads to contestants to write the dialogue.

HERE IS THE IDEA OF THE CONTEST:

Each day the cooperating newspaper publishes a scene from "THE MIND READER," in which the dialogue is omitted. Readers are asked to fill in the dialogue which they believe is being used in the particular scene. The scenes are not to be sent separately to the contest editor of the newspaper until the entire series have been published. At the completion of the publication of the entire series of five scenes, the contestant is asked to place each scene in the proper sequence in which they believe the scenes belong. Then the entire series should be pasted up in some form and sent in to the contest editor of the cooperating newspaper.

In deciding the winners, judgment should be based on the cleverest dialogue submitted and the correct or nearest correct sequence; plus neatness of presentation of the entire series.

Since this is not a guessing contest, it is not necessary to add any aspect of essay writing. Prizes secured from cooperating merchants may be displayed in your lobby in return for advertising in your theatre programs and the listing of prizes in the cooperating newspaper; guest tickets may be awarded as honorary prizes.

The number of winners depends on the number of prizes you can secure.

HERE IS HOW TO PLANT THIS CONTEST:

1. Plan to break this contest far enough in advance of your opening playdate so that the last sequence of the entire series appears on the opening date of "THE MIND READER." All together five scenes or sequences will be published.

2. Before actually breaking the first scene of this contest in the newspaper, have the newspaper run a news story (see advance story on this page). Also have the newspaper insert boxes on other pages of the newspaper or alternating pages, calling attention to this contest.

3. Announce the contest in your programs, heralds and in your lobby.

RULES FOR CONTESTANTS (To Be Used With Daily Stories)

1. Any one who is a reader of the (cooperating newspaper) regardless of age, is eligible to enter the contest.

2. Employees of the theatre and cooperating newspaper or members of their families are not eligible.

3. Scenes sent daily to the newspaper will not be accepted. The time to send in your completed series is at the close of the contest which ends (date).

4. Contestants have until midnight of (date), to send in their completed answers. Completed series will not be returned to contestants. The name and address of each contestant should be plainly printed in the upper right handed corner of the completed strip.

5. In every case the decision of the judges is final.

Advance Story Before Opening of Contest

Attention, story-writers! Here is your chance to get on the ground floor to write clever dialogue for scenes taken from "The MIND READER"—the First National picture coming to the Strand Theatre, starting next (date). Tomorrow the Des Moines Record will begin to publish a series of scenes from "THE MIND READER," starring Warren William, Constance Cummings and Allen Jenkins. Each day thereafter, new scenes will be published, and at the end of five days, you will have the entire series; place the scenes in the proper sequence in which, in your opinion, they belong.

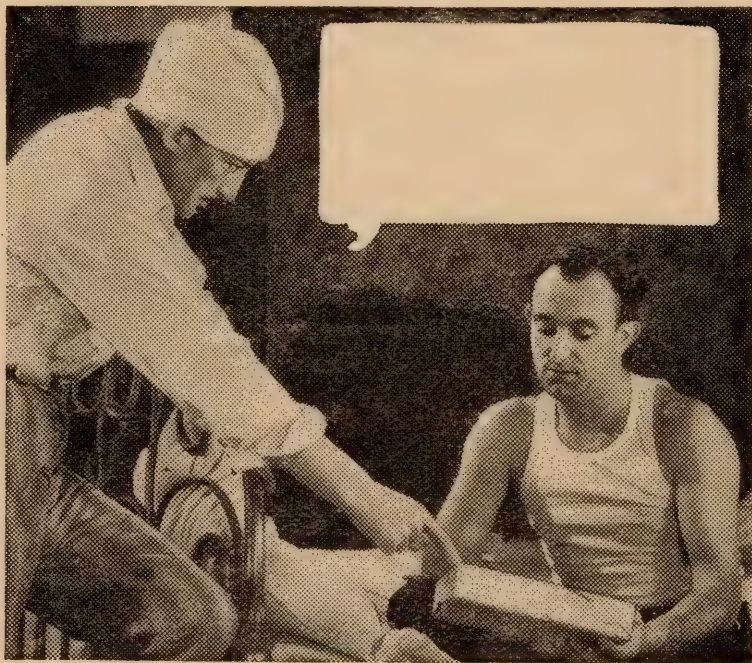
Write the dialogue which you believe is best suited for each scene. Then send the entire series at the close of the contest to the contest editor of the Record, no later than (date you desire).

The Strand Theatre in cooperation with the Record has secured a number of valuable prizes which

will be awarded to (number) winning contestants, also guest tickets to see Warren William in "THE MIND READER," opening at the Strand Theatre on (date).

"THE MIND READER" is a daring expose of fake mind readers who tell the secrets of your future and sell the secrets of your past. How their occult power smashes hearts and wrecks homes and how they set themselves up as mystic men proves sensationally dramatic and highly interesting.

Publicity Story for First Day



Today is the day! The dialogue writing contest starts today in connection with "THE MIND READER"—First National picture, starring Warren William which comes to the Strand Theatre, next.

All you have to do to earn one of the prizes is to follow this contest daily and write in the dialogue which you think best fits in with the scene. In all five scenes will be published. At the end of the contest, you are asked to place the scenes in the proper sequence in which, in your opinion, they belong.

To help you in writing the dialogue for today's scene, it is important to know that Warren William, in "THE MIND READER" starts his career as a patent-medicine man and petty fakir, decides there is more money to be had in the mind reading racket. He learns the tricks of the racket and expresses his enthusiasm for making

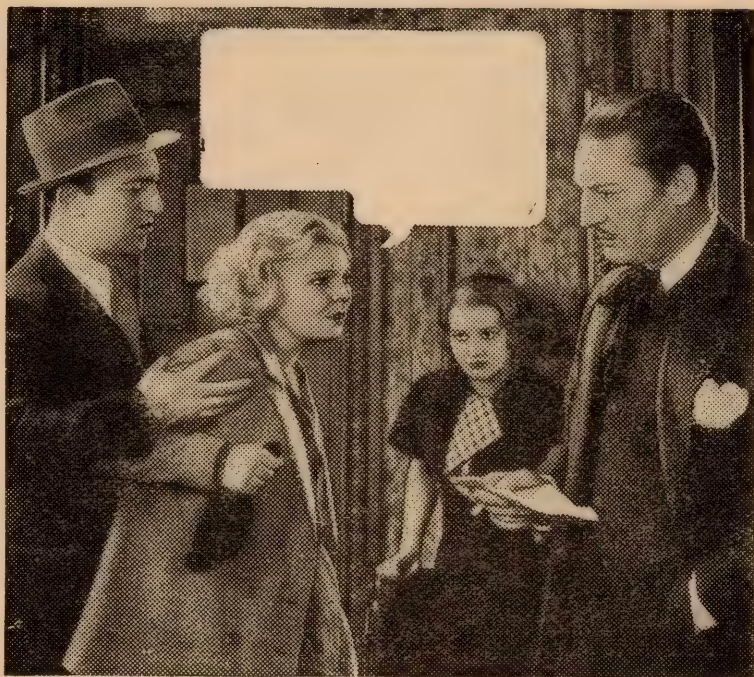
ing a clean-up in mind-reading. Now what is he actually saying to Allen Jenkins his accomplice?

Remember, you are not to send in your dialogue with this scene until the end of the contest next (date).

Look at the list of prizes and rules of the contest and get started today, to be one of the winners.

(NOTE: Box listing Rules and Prizes should be used with this story).

Publicity Story for Second Day



Although the first scene of the series of "The Mind Reader" dialogue contest has only opened yesterday, a great deal of interest has been manifested in the entire contest from men, women and even children.

This is evidenced by the number of telephone calls and letters which have come to the contest editor of The Kansas City Record and to the manager of the Strand Theatre where "THE MIND READER"—First National picture, starring Warren William will open an engagement starting (date).

In a few instances, several of those who have entered the contest have already sent their suggested dialogue to yesterday's scene. This is in error, because the contest is not completed until you have sent in all the scenes with your suggested dialogue placed in the proper sequence in which you believe the scenes belong.

Today's scene shows how one of Chandra's fans has been misled by his advice. She comes to him greatly distressed. Her husband ran-off and the man she loved committed suicide. What is she saying to Chandra?

The thing for you to do is to write in the dialogue you think is best suited to the situation. Save this un-

til the end of the contest which closes on (date) and place this together with the other scenes which are to be published in The Record from day to day for the next three days, then place these scenes in the proper sequence in which, in your opinion, they belong and send to the contest editor of The Record no later than (deadline of contest). If you have not already entered the contest, secure yesterday's issue of The Record and fall right in line with the other contestants. Be sure to read the rules carefully!

A valuable list of prizes have been secured thru the cooperation of Kansas City's leading merchants and will be awarded to the number (number) of winning contestant.

(NOTE: Box listing Rules and Prizes should be used with this story).

STUNT OF THE WEEK (Continued)

Publicity Story for Third Day



Today's scene from "THE MIND READER," starring Warren William which opens at the Strand Theatre on (date), shows Allen Jenkins giving a typical circus spiel on the occult powers that Warren William as Chandra The Great possesses. What do you think he is saying?

This gives you the third sequence from the series of scenes from "THE MIND READER," which will be published in this paper and contestants are asked to write the dialogue, which in their opinion best fits the scene.

For those who have not as yet entered this interesting contest, we suggest that you start today by referring to the last two issues of the Record and supplying the dialogue which best fits the respective scenes published. These scenes together with the two more to come in subsequent issues of The Record should be placed in the proper sequence in which you believe they belong and send it to the contest editor on or before the closing date of the contest.

A valuable list of prizes have been secured in cooperation of the city's leading merchants and will be awarded to the number of (.....) winning contestants.

"MIND READER" is an interesting story that unfolds the trickery of fortune telling charlatans with a wealth of humor and drama.

In the supporting cast are such well known players as Allen Jenkins, Donald Dillaway, Natalie Moorhead, Clara Blandick, Mayo Methot, Harry Beresford, Robert Greig, Clarence Muse and Ruthelma Stevens.

(NOTE: Box Listing Rules and Prizes should be used with this story.)

Publicity Story for Fourth Day



Today, we have a scene from the "MIND READER," in which Warren William as the "Great Chandra" is accused by Earl Foxe for breaking up his home in revealing his infidelity to his wife! What is Earl Foxe saying? This ought to give you sufficient clue to write in the dialogue which best fits the scene. After you have done this, save the sequence with the other three which have already been published and send it in together with the last sequence which appears in tomorrow's Record. After you have the entire series of scenes, place them in the proper sequence in which you believe they belong. Then paste them up in some neat manner and send them to the contest editor of the Record, on or before the closing date of the contest.

The following is a list of prizes which will be awarded to winning contestants plus guest tickets as honorary prizes. Read the rules of the contest carefully and be sure to get your completed series in the mails before the deadline.

As Chandra The Great, champion crystal-gazer of today, Warren William in "The Mind Reader" turns his unusual abilities to an entirely new type of character — that of a smooth-tongued, unscrupulous, but attractive charlatan, who cynically exploits the credulous women who come to him for advice, believing in his "supernatural" powers.

Constance Cummings, Allen Jenkins, Robert Greig, Donald Dillaway, Clara Blandick and Clarence Muse are in the cast, under the direction of Roy del Ruth.

(NOTE: Box Listing Prizes and Rules should be used with this story.)

Publicity Story for Fifth Day



Contestants who have entered the Record dialogue-writing contest in connection with the showing of the "Mind Reader" at the Strand Theatre, starting (date) are now on the last lap to complete the series. Today, the fifth and last scene taken from the "MIND READER," shows Warren William and Constance Cummings in one of the romantic sequences. As "Chandra The Great" he is reading the thoughts of her mind and the feelings of her heart. What can he be saying to Constance Cummings?

When you have written the dialogue for this scene, take the other four scenes and place them together with this one in the proper sequence in which you believe they belong, then send the entire series to the contest editor no later than (deadline).

Be sure that your name and address is clearly printed in the upper right-hand corner of the strip containing the entire series.

In "MIND READER," William portrays a crystal-gazing fakir. The story throws an amusing ray of light on the hokum behind the medicine and caravan shows with their fortune tellers, crystal gazers, barkers and shills. The theme is unique and treats of a most unusual characterization in the buoyant and bombastic Chandra The Great, fortune tell-

er par excellence, faker through and through, but withall a lovable rascal with dominating personality, particularly with women who are strongly attracted by his roguish charm.

The various roles are enacted by a cast of exceptional merit with William as Chandra and Constance Cummings as his wife. Others include Allen Jenkins, Donald Dillaway, Natalie Moorhead, Clara Blandick, Harry Beresford, Robert Greig and Earle Foxe.

The judges will begin working on the winners immediately after the deadline. Announcement of the winners will be made as soon as their decision has been reached.

(NOTE:—Have the newspaper run a story containing the names and addresses and if possible, photographs of winning contestants together with list of prizes and contributing merchants.)

(NOTE: Box Listing Prizes should be used with this story.)

IMPORTANT

Below is given the correct dialogue taken from each scene used in this series. This dialogue is for confidential use to theatre managers, newspapers and the judges of the contest to help them decide the winners in judging dialogue suitable to each scene.

1st DAY—"I must have been daffy to overlook this racket. It's a sure clean-up. All you have to do is look wise; tie a towel around your head and tell the chumps what they want to hear."

2nd DAY—"You wrote me that letter—you faker, you told me to marry the man I didn't love. Now he ran off and left me. And the man I really loved killed himself over me—that's how good you help people!"

3rd DAY—"Chandra—the great! . . . the man who reads your mind . . . the marvel of your age . . . he reads your past, present and future like an open book"—the greatest single attraction of the world's greatest shows."

4th DAY—"So you're the rat that tipped off my wife—broke up my home—I'll teach you to keep your dirty nose out of other people's business."

5th DAY—"I told you last night that a great change was coming into your life. It's here. Will you marry me?"

Correct sequence of scenes for confidential information of theatre managers, newspaper and judges.

- No. 1—Photograph used on first day.
- No. 2—Photograph used on third day.
- No. 3—Photograph used on fifth day.
- No. 4—Photographed used on second day.
- No. 5—Photograph used on fourth day.

Cuts or mats used in this Stunt of the Week available at your exchange in one piece. Cut No. 19. Cut \$1.00 Mat 35c.

CROSSWORD PUZZLE AS NEWSPAPER TIE-UP

Hundreds of thousands still follow the daily cross-word puzzles in the papers, and the example below, which includes name of the star and title of the picture, will serve your purpose well as a newspaper tie-up, with guest tickets as rewards. It is available in cut or mat form. Correct answers are given below for showman's information. Introduce the contest by the following publicity story:

(Publicity Story)

Crossword Puzzle Your Way Into "The Mind Reader"

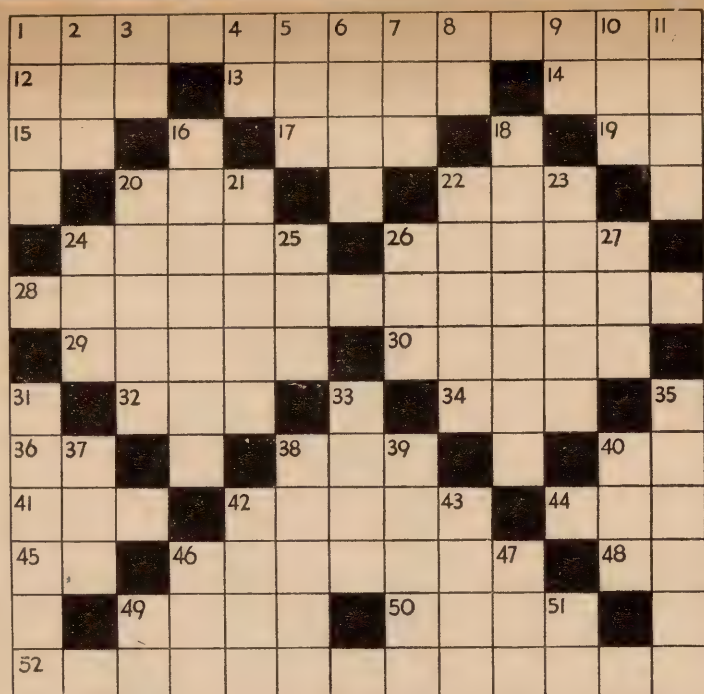
Guest Tickets Offered to Twenty-Five Akronites Who First Send Correct Answers in Strand-News Game

"The Mind Reader," the First National picture starring Warren William, and coming to the Strand, next, is being heralded by a crossword puzzle contest, sponsored by both the theatre and the News. Everybody is asked to send in correct solutions, to the Mind Reader Crossword Editor, care of the News.

Guest tickets will be awarded to the twenty-five persons, who first send in the correct completed puzzle. Prizes will be awarded in the order the replies are received. So get busy, and show your adroitness at that good old standby brain-teaser the crossword puzzle!

Supporting Mr. William in "The Mind Reader" are Constance Cummings, Allen Jenkins, Clarence Muse, Donald Dillaway, Natalie Moorhead, Clara Blandick, Mayo Methot and Harry Beresford. The picture is not only gripping dramatic romance—but a sensational expose of fake mind readers and their lucrative rackets. Earn your way into the Strand to see "The Mind Reader." You'll discover in the puzzle the name of the star and the title of the picture! All ready! One across is ?

THE MIND READER CROSSWORD PUZZLE



Cut No. 20 Cut 30c Mat 10c

ACROSS

- 1. Three words meaning the man who tells you what you are thinking of (THE MIND READER)
- 12. Group of atoms (ION)
- 13. More painful (SORER)
- 14. Crude metal (ORE)
- 15. Myself (ME)
- 17. Sorrow (WOE)
- 19. Indefinite article (AN)
- 20. Feminine pronoun (SHE)
- 22. Foot toboggan (SKI)
- 24. Digging tool (SPADE)
- 26. Dress material (VOILE)
- 28. First and last name of famous male star (WARREN WILLIAM)
- 29. Mangles (MAIMS)
- 30. Of the sun (SOLAR)
- 32. Marsh crocodile (GOA)
- 34. Nickname for Edward (NED)
- 36. Printing measure (EM)
- 38. Used by Babe Ruth (BAT)
- 40. Mother (MA)
- 41. Automobile (CAR)
- 42. Molasses (SYRUP)
- 44. Drunkard (SOT)
- 45. In proximity to (AT)
- 46. Napkin to guard cloth (GARDNAP)
- 48. By (AT)
- 49. Fire, combining form (PYRO)
- 50. Greek town in so. Italy (ELEA)
- 52. Three words meaning the man who tells you what you are thinking of (THE MIND READER)

DOWN

- 1. Duration (TIME)
- 2. Garden tool (HOE)
- 3. Half an em (EN)
- 4. Part of to be (IS)
- 5. Present time (NOW)
- 6. To let fall (DROP)
- 7. Female of ruff (REE)
- 8. Comparative ending (ER)
- 9. To perform (DO)
- 10. Long period of time (ERA)
- 11. Nevada town (RENO)
- 16. Ben Hur's conveyance (CHARIOT)
- 18. Frying pan (SKILLET)
- 20. Miner's wooden billet (SPRAG)
- 21. Dropsy (EDEMA)
- 22. Wise man (SOLON)
- 23. Greek epic poem (ILIAD)
- 24. Nickname of Samuel (SAM)
- 25. Halfs of ems (ENS)
- 26. Viscount abbreviated (VIS)
- 27. Organ of hearing (EAR)
- 31. To retract (RETRACT)
- 33. Cornelian (SARD)
- 35. Rag (TATTER)
- 37. Small rug (MAT)
- 38. Famous English poet (BYRON)
- 39. One who tunes (TUNER)
- 40. Extinct bird (MOA)
- 42. Hindu garment (SARI)
- 43. Wan (PALE)
- 46. Gymnasium (GYM)
- 47. Legume (PEA)
- 49. 17th Hebrew Letter (PE)
- 51. Public notice (AD)

VACANT STORE STUNT

For an extremely effective stunt on "The Mind Reader," we suggest this attention-getting ballyhoo which requires the use of a vacant store window. Have the store draped with a black background, and place a dressed dummy in the window. The dummy, who wears a bizarre turban and black robe, should be seated at a table with his hands placed over a crystal ball.

Stills from the picture should be placed all over the black drape and in the window, along with advertising copy on the picture, theatre name and playdate.

Following is the type of copy to be placed with these stills:

See How
"THE MIND READER"
Tells Hidden Secrets
Of Your Past!
FRIDAY—STRAND THEATRE

See How
"THE MIND READER"
Reads Letters Destroyed
By Fire!
FRIDAY—STRAND THEATRE

See How
"THE MIND READER"
Can Stop His Pulse at
Will!
FRIDAY—STRAND THEATRE

At night, this stunt can be made even more effective by getting an electrician to rig up a blinker light inside the crystal ball. When lighted the ball reveals luminous lettering on the picture, theatre and playdate.

Caricature Stunt

Warren William has particularly strong, sharp features, lending themselves very readily to caricatures. Get up a Caricature Contest, offering guest tickets as prizes for the 5 best caricatures of Warren William as the mind reader. Don't restrict the contest to artists alone.

Art classes should be particularly interested in this stunt, but with prizes sponsored from a local art supply dealer, it should also make an interesting newspaper contest for the general public.

Free Horoscopes For Street Ballyhoo

Women are especially susceptible to this sort of gag, which is suggested by E. A. Steinback of the Stanley Theatre in Baltimore. The idea of the stunt is to get a man, dressed up as a "swami," with turban and vari-colored robes, to parade through the main sections of the town giving away free horoscopes. These horoscopes are contained in a large box, which is suspended from a cord around the "swami's" neck. Selling copy on "The Mind Reader" should be imprinted on the back of the free horoscopes.

To create further interest in this stunt, arrange for the "swami" to have either a trained parrot or monkey pick out these horoscopes and give them to the people. The box containing the horoscopes should also carry copy on the picture, theatre and playdate.

Telegram Stunt

Get a jumbo telegram about six feet in height for display in your lobby and in as many vacant store windows as possible. Suggested copy should read:

"I'M ON MY WAY TO READ YOUR MIND LIKE AN OPEN BOOK. I'LL TELL YOU WHAT THE FUTURE HAS IN STORE FOR YOU. I'LL TELL YOU WHEN THE TIME IS RIPE FOR YOU TO MARRY. WHO TO MARRY. FOR I SEE ALL. I'LL TELL ALL. DON'T FAIL TO SEE ME AT THE STRAND THEATRE ON....."

THE MIND READER.

"MIND READER" MAGIC SQUARE

The Magic Square has been so successful in the exploitation of Warner Bros.-First National pictures, that directors of the merchandising plan, have no hesitation in advising you to plant it as a newspaper tie-up, with the assurance of most gratifying results.

The Magic Square below, hides a sentence of eleven words, made up of forty-seven letters of the alphabet: LEARN THE SECRETS OF FAKE MIND READERS FROM THE MIND READER. It is deciphered by beginning with the circled square, moving one square up or down, right or left (not diagonally), and ending at the square which contains the period.

Tie up with newspaper and introduce by the following publicity story.

(Publicity Story)

See "The Mind Reader" by Solving the Magic Square

Guest Tickets Offered by Manager of Strand and The News in Gala Movie-Fan Mind-Reading Mixup

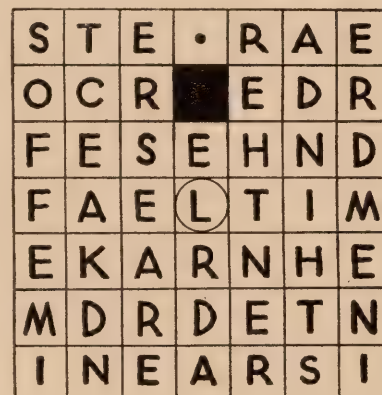
"The Mind Reader," the First National production which comes to the Strand, next, is being heralded by the Magic Square—latest and most intriguing of the innumerable brain-teasers of these puzzle-minded times. The Magic Square prepared for "The Mind Reader"

conceals an eleven word sentence descriptive of the picture. It is deciphered by starting with the circled square, moving one square up or down, right or left (not diagonally) and ending at the square containing the period.

Guest tickets (Grand Prizes if you wish) will be awarded to the (number) persons who first mail correct solutions to the Mind Reader Magic Square Editor, care of The News. Prizes will be presented to contributors in the order in which answers are received.

"The Mind Reader" stars the dynamic Warren William. Other featured players are Constance Cummings, Allen Jenkins and Donald Dillaway. The picture is not only an intensely dramatic modern romance, but a sensational expose of the countless fakes who grow rich on the credulity of the public.

Now for the Magic Square! Be Akron's First Mailer-Outer! Earn your way to "The Mind Reader."



Cut No. 13 Cut 15c Mat 5c

“MIND READER” STUNT SOLUTION OPEN TO ALL

Many people pride themselves upon their ability to solve certain hoax gags which to all outward appearances are strictly on the level. In “The Mind Reader,” Warren William works three astounding stunts which can be the basis of a very interesting contest. Idea is for readers of the newspapers to determine from their illustration and description of the stunt what actually happens.

Valuable Prizes for Fake Mind Reader Debunkers

Expose Stunts Used By “The Mind Reader” In Novel Strand-Daily News Contest

Westport citizens are in for one of the most interesting contests this paper has ever run. Much has been said of various hoax tricks used by the fake mind readers to inveigle the unsuspecting into parting with their money. Here is your chance to debunk the “mental marvels.” Starting today May 1st and continuing through to May 3rd, the Daily News in conjunction with the Strand Theatre will publish a series of three stunts as used by Warren William in “The Mind Reader” coming to the Strand Theatre May 8th. We’ll give you a good tip. The stunts are all phoney and if you can explain how they’re worked you’re in for a valuable award.

Study the illustration and description below. Don’t be discouraged if at first glance you don’t solve it. It may take a little time but it’s loads of fun. When you have finally hit upon the answer, write your explanation in the coupon below and wait for the next stunt to appear in tomorrow’s edition of this paper. DO NOT send in your individual solution. Wait until the contest has been completed and then mail in the entire series before Monday, May 22nd at midnight. Address your explanations to “THE MIND READER” CONTEST EDITOR, Daily News, Daily News Bldg., Westport, New York.

(The contest rules outlined above should be picked up for daily use in connection with this stunt).

He Stops His Pulse at Will

No. 2



ILLUSION: By concentrating very hard, he amazed thousands by stopping his pulse. Incredulous people were invited to feel for the pulse beats themselves and will attest to this phenomenal feat. Is it possible for a man to stop his pulse? If not how is this effect accomplished?

Pick up coupon illustrated under first illusion and alter copy to suit.

He Knows the Answers Without Reading the Questions!

No. 1



ILLUSION: He doesn’t even see your questions yet he knows them and gives you an answer. This whole stunt is a frame-up. He has an assistant beneath his platform who makes it possible. But how does he work it?

He Reads Letters Destroyed by Fire

No. 3



ILLUSION: Slips containing the audience’s questions are dumped by an attendant into a brazier of burning coals. After they have been burned the mystic reads the questions and answers them. What is the explanation to this astounding stunt? Write your solution in the box below.

Pick up coupon illustrated under first illusion and alter copy to suit.

Coupon

MIND READER CONTEST NO. 1

My explanation is

Submitted by

Address

NOTE: Do not send in your solution until entire series has been printed.

The illustrations used in this stunt are available at your exchange in cut and mat form. Cut No. 18 Cut 60c Mat 20c.

RADIO DRAMA

PLANT THIS SNAPPY TEN-MINUTE BROADCAST OF "MIND READER" HIGHLIGHTS

If you are already taking time on the air, this live-wire sketch will be your best bet for effective publicity. If you are not using radio, your local station director, who is always on the lookout for interesting material

for unsold time, will readily accept it. The roles will be played by members of some local dramatic society, or if this is not feasible, artists at the station will put it on. Make the mike your mouthpiece. Say it with radio.

FIVE CHARACTERS

CHANDRA THE GREAT, a fake mind reader.

FRANK, his roughneck aide.

BARKER, ballyhooing a rival show.

SYLVIA, a pretty and gullible girl.

AUNT EMMA, robbed by Frank.

Station Radio Announcement followed by

ANNOUNCER: Ladies and gentlemen, Station XZBQ is glad to be able to present for your entertainment flashes from "The Mind Reader," the First National production which comes to the Theatre next. "The Mind Reader," beside being tense, romantic drama, is a sensational expose of the tricks of those innumerable fakirs who grow sleek, fat and often fabulously rich, at the expense of the credulity of the public. The star of "The Mind Reader" is the dynamic Warren William—who plays the role of the "Great Chandra"—most colossal humbug of them all—who can be medicine man, crystal-gazer, mind reader—or whatever con-game promises the biggest swag. Supporting Mr. William are many screen favorites including the beautiful blonde Constance Cummings, rough-and-ready Allen Jenkins—Clarence Muse, Donald Dillaway, Clara Blandick and Robert Greig. Mr. (name of theatre manager or his representative) will briefly summarize the story leading up to the opening scene. Mr. . . .

NARRATOR: Thank you (name of Announcer) The King of the Four-flushers—later known as "Chandra the Great" has succeeded after a fashion, in many forms of trickery. He has sold hair-restorers; been a painless dentist; sold Mexican jumping beans; managed a flagpole-sitter—but none of these games have been the big hits he feels he is capable of staging. He and his rough-neck aide, Frank, are strolling about the carnival grounds, taking in the rest of the concessions, and sizing up their possibilities. The two are now before the tent of the fakir who calls himself the Swami. They listen to the barker's spiel:

BARKER: Right this way, ladies and gentlemen . . . the world-renowned Swami . . . he sees all . . . he knows all. Tells you anything you want to know. Come in, folks, come in and see the Swami Rajah, the world's master of mental mysticism . . . Don't push, don't crowd . . . there's room inside for all. He tells the past . . . the present and the future . . . answers your questions about money, marriage, love . . . Step right in, ladies and gentlemen. Admission is twenty-five cents . . . Don't push . . . don't crowd . . .

(Murmur of voices. Chandra and Frank are heard, off).

CHANDRA: Our racket's all wrong, Frank! Look at 'em crowd, will you? If the whole population was lying on its back . . . they wouldn't look up at our fool pole-sitter that way! Of all the penny-pinching yaps gathered together in one spot!

FRANK: They wouldn't give a dime to see the Statue of Liberty doing the rhumba! You're right, boss, our racket sure is all wet! Listen to this guy . . .

BARKER: Convince yourselves, ladies and gentlemen, of the Rajah's amazing powers. See the man who

has confounded the greatest mystics of Europe and Asia . . .

CHANDRA: (Off) Come on in—I've got enough left for two tickets . . . anyhow . . .

FRANK: Say, you're batty, boss . . . giving up our last half-buck to get into this flea-bag.

CHANDRA: (Off) Play dead . . . we're getting an education cheap . . .

FRANK: (Off) Get an eyeful of the Swami . . . ain't he the . . .

CHANDRA: (Off) Pipe down . . .

BARKER: He sees that, which to the normal eye is invisible; hears that which to the normal ear, is a mystery. The great Swami is here to help you solve the difficult problems that confront Mankind, and bring peace and happiness to your troubled minds. I will now pass among you. Each and every one of you can ask a question concerning any subject you like. Remember Swami Rajah sees all, knows all, tells you everything . . .

FRANK: (Off) Darn suckers . . . look at 'em . . . they'd give him their eyeteeth . . .

CHANDRA: (Off) Quiet . . . you dope . . .

BARKER: Swami, do you get the influence that surrounds the party who asks this first question . . .

CHANDRA: We've got enough . . . follow me . . .

FRANK: What's hit you? What's the big idea?

(Oriental music . . . blending into voice of Narrator).

NARRATOR: Chandra and Frank hot-foot it back to their furnished room, there to discuss their next bet for the big money.

CHANDRA: I've got all the information we need to start a new business . . . a colossal business . . .

FRANK: And I've got the dough . . .

CHANDRA: What do you mean, dough?

FRANK: Lamp this, will you? I pinched it from the barker . . . some fat old wallet, I'll say . . . count it . . .

CHANDRA: Swell! That much! Boy, Lady Luck is with us! Now, first of all we've got to get ourselves one of those crystal balls!

FRANK: Say, boss . . . this here book says about thirty million people spend about one hundred and twenty-five million bucks every year just to get their fortunes told and their minds read. A hundred and twenty-five million smackers! Say, how long has this been going on!

CHANDRA: (Excitedly) I must have been daffy to overlook this. It's a sure clean-up . . . a school-boy can get rich doing it. All you have to do is look wise; tie a bath towel around your head and tell the chumps what they want to hear. The whole world is full of hopeful suckers . . . just keep promising them things . . . they'll believe you . . . and pay for it, too . . . pay big! Look! See if I can't look the part! Here, under this light! Get on to my pose! Listen to my mystic voice! (He speaks as though to an

audience) "Little lady, listen well . . . I see a tall, handsome, dark, distinguished-looking gentleman . . . a man worth millions and millions . . . made in the cattle business in the Argentine. You haven't met him yet . . . but you will soon. This very moment, he's on his way north to fall in love with you and claim you as his bride . . ."

FRANK: And don't kid yourself, plenty of dames will go for that hooley!

CHANDRA: We got to get a name, Frank . . . a name to catch their eye . . . stick in their minds Something . . . The Great . . . The Great Something . . . Le Blanc . . . Levon . . . Lavoni . . . The Great Lavoni . . . the Great Divoni.

FRANK: The Great Boloney! (Roars with laughter) THE GREAT BOLONEY! Boy, that's a pip!

CHANDRA: You silly ape! Why don't you try helping me? I GOT IT! I got it NOW! Look at that box over there! "CHANDRA COOKIES—THE WORLD'S BEST" PERFECT! Just what we need! Just the name for me!

FRANK: Chandra . . . or Cookies?

CHANDRA: (Impressively) THE GREAT CHANDRA!

(Music descriptive of the mood, blending into voice of the Narrator)

NARRATOR: Chandra's brass and Frank's stolen bank-roll combine to start the crystal-gazing game big with all the trimmings. We now see a gaudy tent, over the entrance of which we read "THE GREAT CHANDRA—SEES ALL—KNOWS ALL—THE EIGHTH WONDER OF THE WORLD." On a high stand outside the big top stands Frank, surrounded by gaping crowds. Frank is in his element. Hear him:

FRANK: CHANDRA . . . the Gre-eat . . . the man who reads your mind . . . the marvel of the age . . . the man whose a-maz-ing a-bility has baffled scientists the world over . . . he reads the past, present and future like an open book . . . he tells you what you want to know about love . . . marriage . . . an' money! It's not a trick or an illusion . . . Ladies and Gemmen . . . it's the world's greatest scientific exhibition . . . the power of mind over matter. Th' next performance starts in just a minnit an' there's no waiting . . . Hi . . . hi . . . hi . . . come an' see CHANDRA . . . th' Gr-r-eat . . . the greatest single attraction of the world's greatest shows! Hear the public readings, Ladies and Gemmen . . . and then make your appointments for private readings. Learn of private matters in a private way for the small sum of one dollar . . . right this way Ladies and Gemmen . . .

(Music and Narrator).

NARRATOR: The meeting has been a great success . . . people are mystified . . . curious . . . eager to know more of the Great Chandra. In the crowd are two persons who will interest you, pretty Sylvia, and nervous Aunt Emma, of whom more later. The tent is emptied, the Great Chandra has removed his turban. Frank comes in the main entrance . . .

CHANDRA: How are the suckers, Frank? Did you get any nibbles?

FRANK: Beautiful! Five yaps . . . and a couple of 'em look awful promising. One dame's married to the First National Bank here in town . . .

CHANDRA: I'll have the spirits tell her to give us a couple of Liberty Bonds.

FRANK: Maybe you won't need to. I just grabbed this leather . . . under me coat here, look. Pinched

it off an old dame the young dame called Aunt Emmer. I haven't had a chance to open it . . . but it feels fat . . .

CHANDRA: Why don't you lay off that petty larceny? Some day you'll get your mitt caught in the orchard gate trying to steal a rotten apple . . . and crab the racket for all of us . . .

FRANK: Boy, oh, boy, look who's coming back . . . it's Aunt Emmer . . . and the gal . . . I guess I better beat it . . .

AUNT EMMA: Excuse me, gentlemen. I lost my purse. I'm sure I lost it in here!

CHANDRA: (As tho much concerned) During the performance?

AUNT EMMA: Yes. I know I had it when we came in. All my rent money was in it . . . almost fifty dollars. Mr. Chandra, surely you can help me locate it.

CHANDRA: The location of missing articles is often very difficult. If you'd care to have a private reading tomorrow, I might help you. Frank, give the lady a card . . .

AUNT EMMA: Thank you . . . but oh, Sylvia, what shall we do!

SYLVIA: I'm sure Aunt Emma didn't drop it in the street. We've looked everywhere . . . Mr. Chandra, can't you help us?

CHANDRA: (With ened voice) Possibly, my dear, possibly. I know where your bag is. I can't tell you the exact address . . . but I can go unerringly to the house. If you leave me your name and address, my dear young lady, I will guarantee to return your aunt's bag and its contents intact tomorrow . . .

SYLVIA: Oh, Mr. Chandra, I don't know how we'll ever be able to repay you . . . Aunt and I are so grateful . . .

CHANDRA: (In his most magnetic tones) The privilege of serving youth and beauty . . . is payment enough . . .

SYLVIA: Thank you again . . .

CHANDRA: Until tomorrow . . .

AUNT EMMA: Here's my address, thank you so much, Mr. Chandra . . .

CHANDRA: It's nothing . . . nothing at all. Rest assured your property will be returned to you . . .

AUNT EMMA: Good night, Mr. Chandra . . .

SYLVIA: Good night . . . I think you're wonderful.

CHANDRA: Good night . . .

VOICES OF THE WOMEN: (Off) Good night, good night . . .

FRANK: She's right . . . you are a wonder . . . the Eighth Wonder!

CHANDRA: That's what I call a pretty dame . . .

FRANK: Sylvia . . . huh! . . . Pretty, yeah! But not worth fifty bucks . . . I can get you ten dames for fifty bucks.

CHANDRA: Come on now . . . give me that bag . . .

FRANK: Aw, Chan, you're breakin' my heart . . .

(Music and the Narrator).

NARRATOR: So the stage is set for the terrific drama of Chandra the Great . . . and the women who are fascinated by his magnetism . . . his strange power. "The Mind Reader" is a picture everybody should see . . . one that will entertain everybody—a picture not to be forgotten. It starts at the Theatre . . . next. Until then, good bye and good luck.

THE END

WARREN WILLIAM MAKE-UP CONTEST

Because of the ever increasing number of contest fans, you should have no difficulty in planting this contest in your local newspapers. The publicity story below explains the stunt in detail.

(Publicity Story)

BECOME A MAKE-UP ARTIST

Test Your Ability and Win Guest Tickets To Strand's New Film

In "The Mind Reader," the Warner Bros.-First National picture coming to the Strand next week, Warren William portrays a "sees all-knows all" fortune teller.

To make up for this character, William spent two hours each day before every detail from his soft soled slippers to his resplendent turban, was complete.

If you were a studio make-up artist, how would you "make-up" Warren William to look like a turbaned fortune teller?

Right here is your chance to try your skill and win guest tickets to witness the daring expose of the fortune telling racket, "The Mind Reader" next week at the Strand!

Clip out the line drawing which appears below, and with pen-and-ink, water colors, crayons or any other medium you wish, make up the star as you think he should look to take the part of a fortune teller. The general realism of the completed drawings is what will count in awarding the 25 pairs of free tickets.

Send your clipping of Mr. William, completely made up, to MAKE-UP CONTEST EDITOR, in care of The Daily Courier, to reach his desk not later than..... This is an amusing little pastime that will not require much time or effort, for which you may be well repaid with a pair of guest tickets to see "The Mind Reader."

MakeUpWarrenWilliamAs'TheMindReader'



Here's your opportunity to try to transform Warren William into a fortune teller. See how well you can make-up this star for his role in "The Mind Reader," which comes to the Strand Theatre next.....

Cut No. 37 Cut 30c Mat 10c

MAILING CAMPAIGN

Make up postcards and letters bearing the following copy:

"CHANDRA THE GREAT"

HE KNOWS ALL — HE SEES ALL

HE TELLS ALL

Your Past—Your Present—Your Future Are Like Pages Of An Open Book To Him

Watch Him Perform His Marvels In

"THE MIND READER"

Starring WARREN WILLIAM

STRAND—FRIDAY

These should be sent to your entire mailing list.

MIND READER STAGE STUNT

You can make a very interesting advance stage stunt by working out an actual scene from "The Mind Reader." In the picture Warren William as a phoney mind reader sends one of his assistants through the audience getting questions on their most pressing problems. The assistant goes to the mind reader with the answers. The mind reader orders the answers consigned to the flames without his reading them. The assistant salaams half a dozen times and dumps the answers into a big brass bowl standing on what appears to be a solid marble pedestal. Smoke is coming from the bowl. The assistant goes behind the bowl facing the audience, makes a few more salaams and mystic passes so that the audience can plainly see the papers falling into the bowl.... Smoke increases and a few tiny flames come up from the bowl.

Actually the bowl and pedestal are hollow. The questions fall through the bowl and pedestal. Around the edge of the bowl is a narrow ledge which contains the

smoke rags giving the appearance of a fire. The questions roll through the pedestal into a pipe beneath the stage. Another assistant planted under the stage picks up the slips. He has on a breast-plate telephone set which is connected to the mind reader by means of ear phones worn under the turban. The assistant reads the questions and the mind reader pulls his act much to the amazement of the audience who are astounded at his ability to pick the questions out of "thin air."

A typical question and answer are:

Q. Is my husband true to me?
Ruth T.

A. Yes, he is true as steel. Pay no attention to the gossip of jealous neighbors, my dear Ruth—I was going to say the last name but caught myself just in time. Believe and trust your husband—he loves you. But beware of a dark woman who calls herself your friend.

If possible work this as a lobby stunt. It's a sure-fire crowd stopper.

HOROSCOPE NOVELTY

Let The Mind Reader Tell Your Fortune



The horoscope novelty illustrated above makes a very good throw-away piece which will get more than a passing interest. The gag is for the recipient to turn the disc so that the opening comes under the month of their birth. The copy is gagged up and urges everyone to see "The Mind Reader." Give this one plenty of circulation especially with the kids. Size over all 5 by 7 inches. Prices complete with theatre and playdate imprints:

1M	\$6.50
3M	6.25 per M
5M	6.00 per M

Order direct from

ECONOMY NOVELTY COMPANY
239 West 39th Street, New York City

NEWSPAPER PUBLICITY STUNT

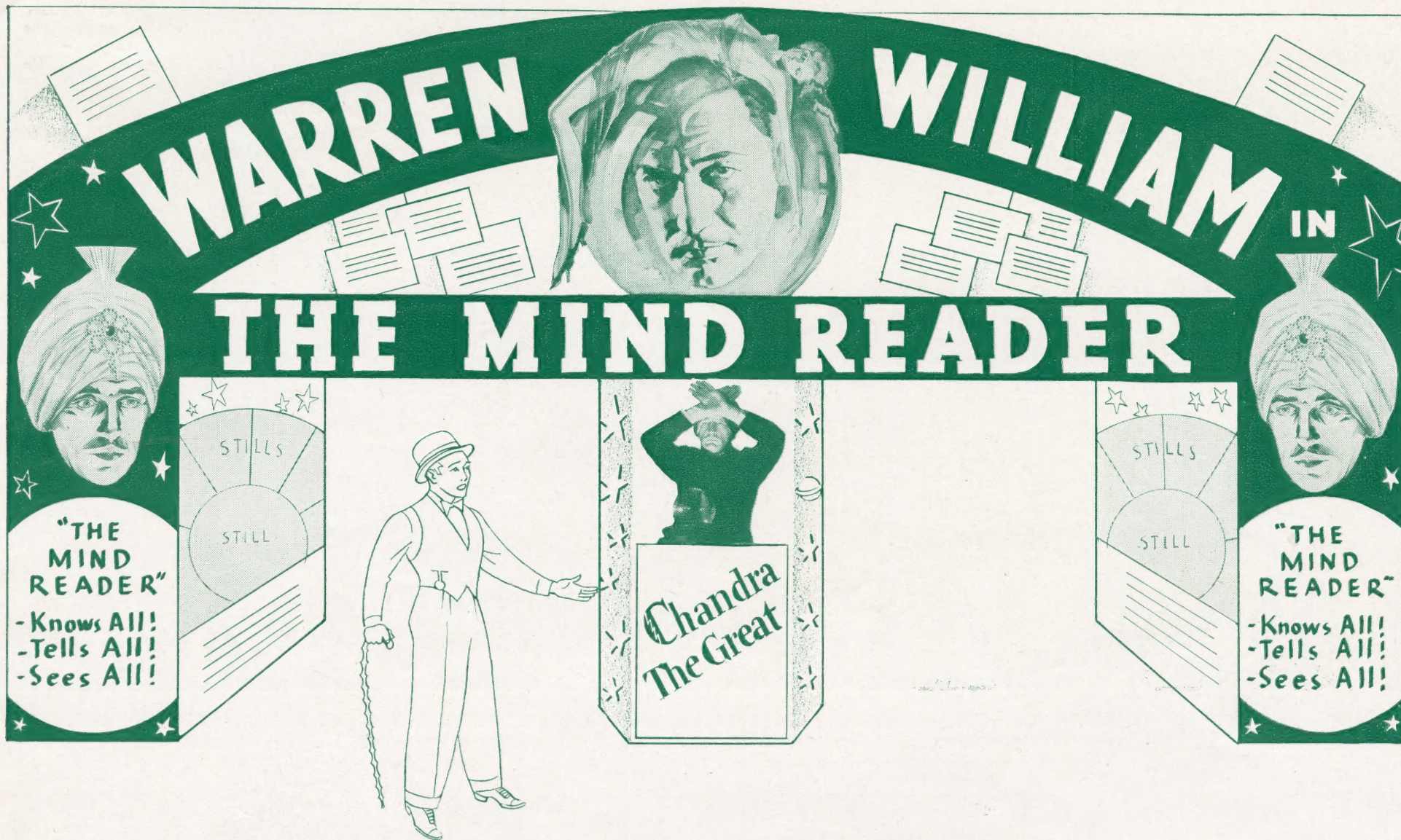
Many communities have ordinances prohibiting mind readers and other fakirs of this type. If there is such an ordinance in your town, it gives you a great opportunity to get some free newspaper space. Here's how to work it:

Arrange for a special pre-view of "The Mind Reader" for your local newspaper editors, police heads and leading civic officials. Have them see this expose of the mind reading fakirs and then suggest to your newspapers that they run a feature story on the disastrous effects caused

by fakirs of this sort in your town. This story should, of course, be tied in with the stunts pulled by Warren William in his role as "Chandra" in this picture. See special feature on page..... of this merchandising plan.

The newspapers are bound to go for a stunt of this kind because of the human interest attached to a feature story suggested by "The Mind Reader," which ties in with your local ordinances against these fakirs. Get busy and contact your local editors on the special pre-view and feature story at once.

BALLYHOO "THE MIND READER" ON YOUR FRONT



The front display sketched above has been planned to provide a good ticket-selling ballyhoo. Arrange to have a man dressed as Swami, sit before a crystal and go thru the motions of trying to obtain a message from the crystal. The barker does the ballyhooing and gives a spiel on the mystic powers of "Chandra The Great." It would greatly add to the effectiveness of the stunt if the man you use as

"Chandra" could really give some form of mystic readings at regular intervals on the inside lobby of your theatre.

The general color scheme of your front should be dark blue or purple—with Warren William's name and the title in white or yellow. The center illustration on the banner is cut out from the 24 sheet. Use plenty of "come-on" copy on this front such as:

Suggested Bally for Sidewalk Barker

Following is type speech to be used with barker stunt:

"Ladies and gentlemen, let me introduce to you Chandra-the-Great, the man who sees all, knows all and tells all. It is positively uncanny the way he can read your past, present and future. He has astounded experts

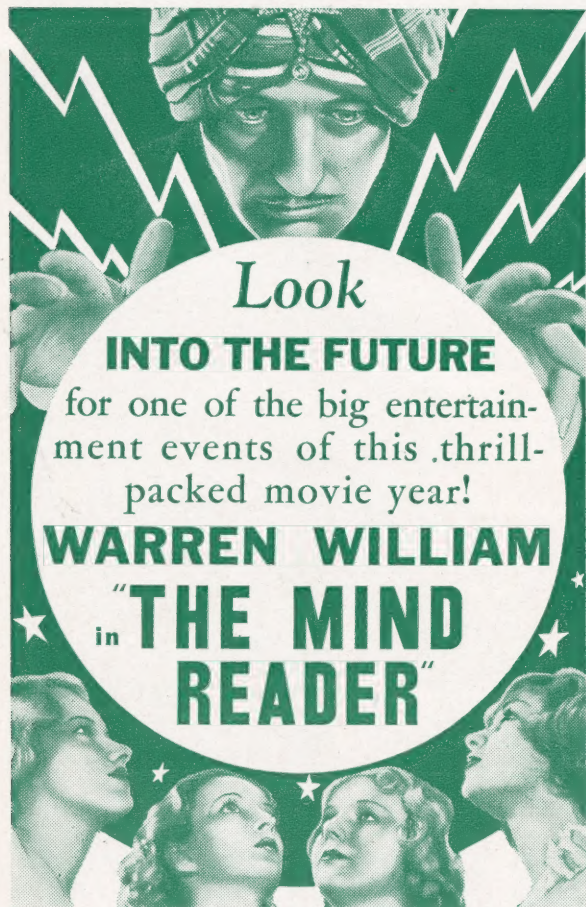
all over the world with his mystifying, sensational occult powers.

"And the amazing feature of Chandra - the - Great's performance is the fact that he will give readings free, absolutely free, ladies and gentlemen."

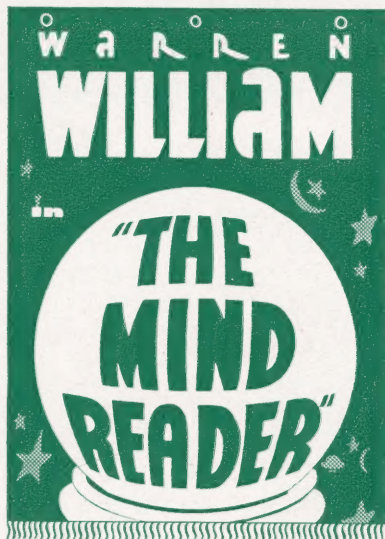
Speech should continue along these lines

He Tells the Secrets of Your Future
and SELLS the Secrets of Your Past!
Fake Mind Reader EXPOSED!
He Tells Hidden Secrets of Your Past!
See How He Makes His Pulse Stop At Will!
See How He Reads Letters Destroyed by Fire!

LOBBY SUGGESTION



BURGEE

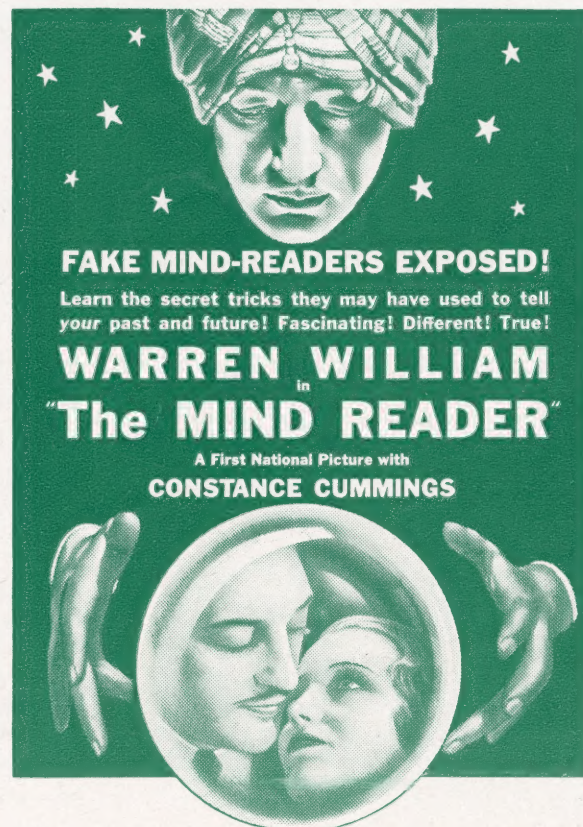


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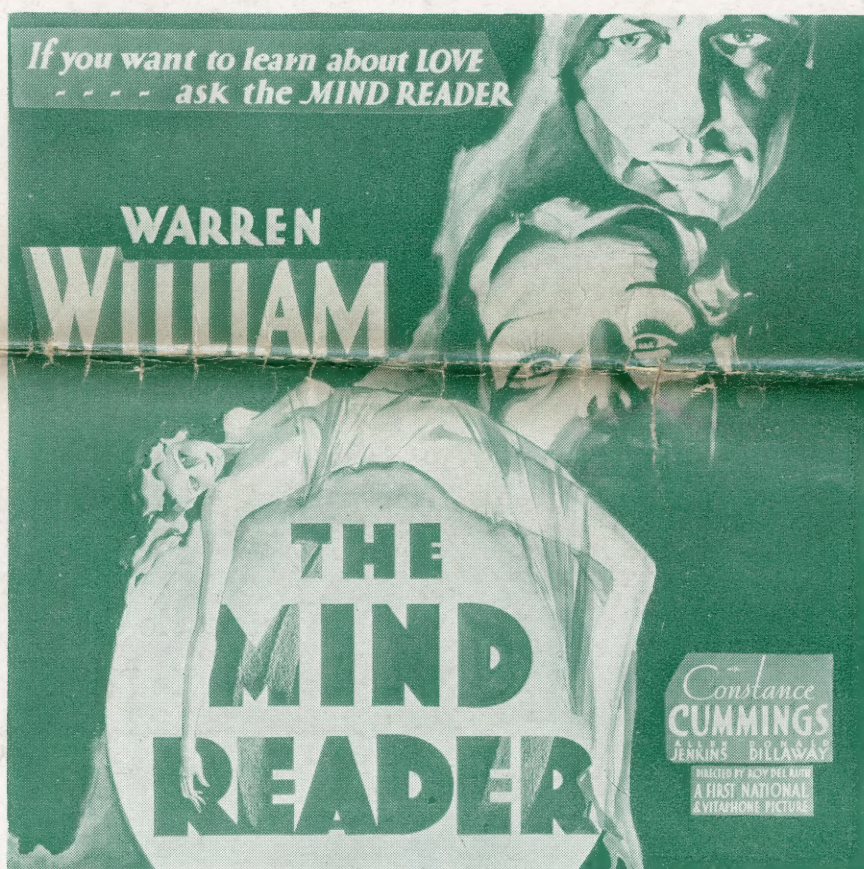


24 SHEET

DESCRIPTION: Background is black with bottom panel in purple. Title is yellow with Warren William lettered in green. Billing in lower right hand corner is in purple. The illustration is done effectively in vivid colors.



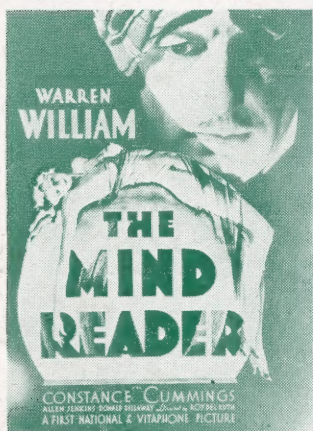
INSERT CARD



SIX SHEET



THREE SHEET



WINDOW CARD



SLIDE

COLORTONE SLIDE



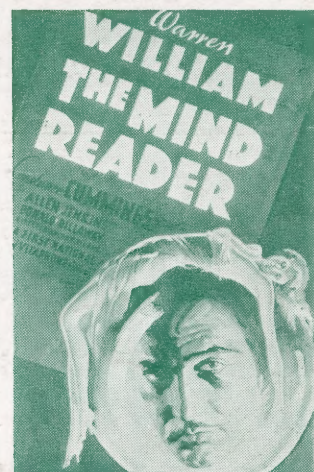
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—Set (pos. and neg.) 3.00
3¼x4 Colored positive only .. 1.50
—Set (pos. and neg.) .. 2.25
Order by No. N-497

Be sure to specify and include remittance with order to avoid parcel post and C.O.D. charges.

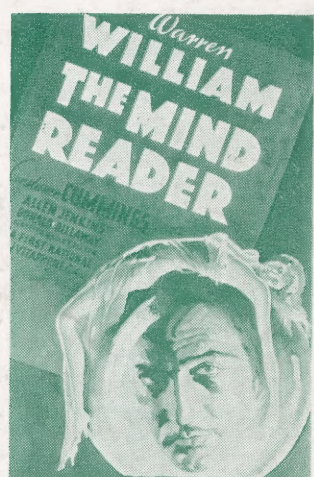
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1 to 50	15c each
51 to 100	13c each
Over 100	11c each
3-SHEETS	
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Over 25	36c each
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Over 20	65c each
24-SHEETS	
Up to 25	\$2.00 each
Over 25	1.75 each
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51 to 100	6c each
Over 100	5½c each
INSERT CARDS	
1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	19c each
HERALDS	
1M to 5M	\$3.00 per M
Over 5M	2.75 per M
PHOTOS	
11 x 14 Photos	75c each
(8 in set—colored)	
22 x 28 Photos	80c a set
(2 in set—colored)	
Slides	15c each
Stills	10c each
Midget Window Cards	4c each
Merchandising Plans	Gratis
Music Cues	Gratis
(These prices apply to U. S. only)	



ONE SHEET



MIDGET WINDOW CARD

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with support from Matthew and Natalie Bernstein.**

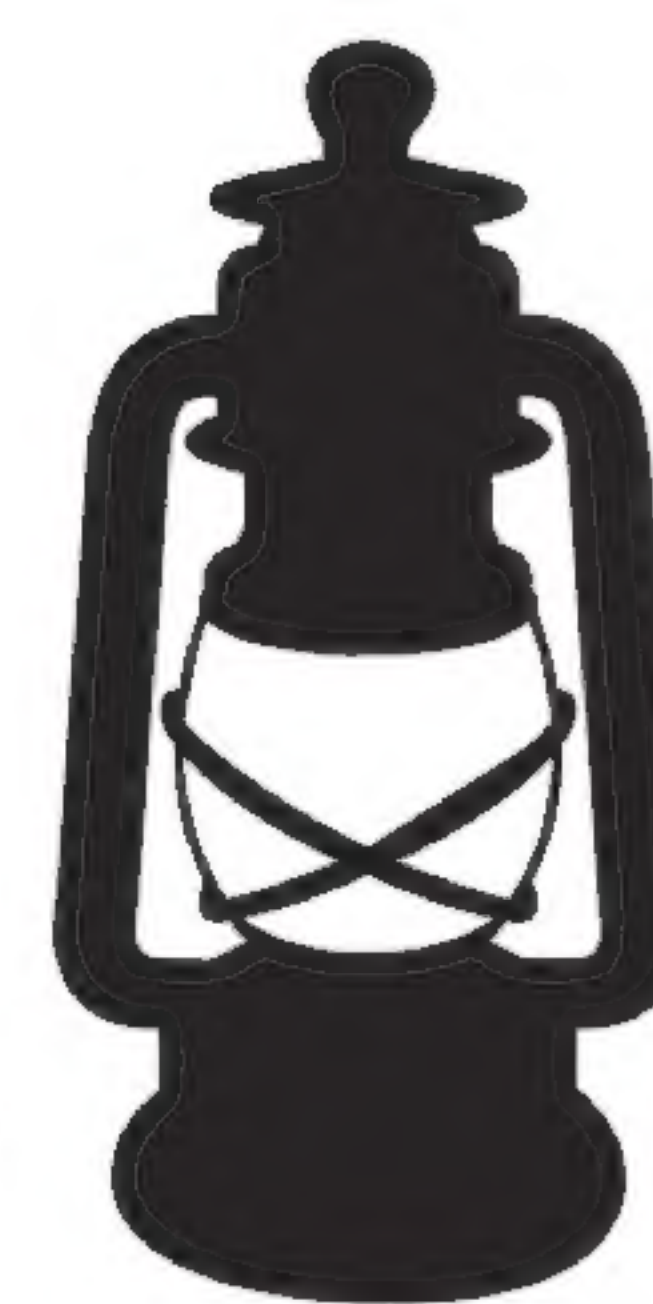


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